

Advertising Age

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THE NATIONAL NEWSPAPER OF MARKETING

Chlorophyll Toothpaste Marketers Prepare National Ad, Sales Drives

NEW YORK, April 10—The already breakneck clip at which chlorophyll toothpaste manufacturers are trying to achieve national distribution (AA, March 24, et. seq.) will speed up even more next week when at least two companies move out of the test stage and begin the first phases of their national distribution and advertising programs.

ADVERTISING AGE learned this week that:

1. Bristol-Myers will launch Ipana ammoniated chlorophyll with a full page in the *Miami Herald*, April 15. Area-by-area expansion will follow shortly thereafter.

2. Block Drug Co. will kick off a \$2,000,000 dentifrice advertising campaign next week, the first phase of which is its entry into the New York market with Amm-ident chlorophyll toothpaste.

3. Colgate-Palmolive-Peet Co. is in the midst of taking orders for its chlorophyll toothpaste. C-P-P won't comment, but trade sources believe that national introduction is coming very soon.

4. Whitehall Pharmaceutical Co. is taking orders in New England and Pennsylvania for Kolyonos toothpaste with chlorophyll. No delivery date was made known but when the product arrives the Kolyonos agency—the Biow Co.—will schedule advertising for newspapers, radio and television.

Thinking, no doubt, about the
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ACLU Asks FCC to Investigate Nets for Alleged Blacklisting Practices

NEW YORK, April 11—The American Civil Liberties Union this week appealed to the Federal Communications Commission for a general investigation of alleged blacklisting practices in the broadcasting-televesting industry.

Named specifically in the complaint were four major networks—ABC, CBS, DuMont and NBC—and two stations, WPIX (TV), New York, and KOWL (AM), Santa Monica.

Prepared by former FCC Chairman James Lawrence Fly, the petition is based largely on data from a new book, "The Judges and the Judged," by Merle Miller. The book, published by Doubleday & Co., is Mr. Miller's report on an investigation he made for the ACLU on the subject of blacklisting. (See review in next column.)

Some time ago, the Authors League of America asked the FCC to look into the whole problem of whether or not radio-TV performers, writers, etc., are being discriminated against because of their present or past political beliefs. This request was turned down by former FCC Chairman Wayne Coy in one of the last letters he wrote before he left the commission. He said the matters raised were not
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Democrats Name Katz to Handle 1952 Ad Campaign

WASHINGTON, April 10—The Democratic National Committee today announced that Joseph Katz Co., New York and Baltimore, will handle its 1952 advertising campaign.

The Democrats have selected a new agency for each campaign in recent years. In 1944 Biow Co. handled the account and in 1948 Warwick & Legler was the agency.

Frank E. McKinney, national chairman, has predicted the Democrats may spend more than \$2,000,000 in radio and TV this year. In 1948 they spent \$750,000, with TV getting only \$18,000.

Joseph Katz will serve as account executive. Lloyd Whitebrook, the agency's New York v.p.; Robert Swan, radio and TV director in Baltimore; John McHugh, national network time buyer in Baltimore, and Beth Black, national spot time buyer in New York, have been assigned to the account.

The post of director of publicity of the national committee becomes vacant April 15 when Charles Van Devander, former Washington newsman, steps out. Kenneth Frye is chief of radio-TV for the committee.

Novelist Miller's Book, Underwritten by ACLU, Hits 'Red Channels'

NEW YORK, April 10—In September, 1950, the American Civil Liberties Union appointed novelist Merle Miller to investigate so-called blacklisting practices in radio and television.

This was a month after the cancellation of Jean Muir's contract to appear on "The Aldrich Family" (NBC-TV) for General Foods Corp. Earlier, complaints had come from people who had seen her name in "Red Channels," a list of actors, writers and others with alleged leftist sympathies.

Mr. Miller's report on his work was published this week as a book by Doubleday & Co. Its title: "The Judges and the Judged" (\$2.50).

For the most part, this is a book about a book—"Red Channels"—and its alleged effects on the radio-TV industry. The first chapter is a recapitulation of the Jean Muir case, which reveals very little that hasn't already been said about this now famous incident.

The backgrounds of the three principals of American Business
(Continued on Page 92)



ALL PURPOSE—A \$69.50 saw for building everything from bookshelves to houses is being pushed by Cummins-Chicago Corp. with this page in the Saturday Evening Post, April 19. Aubrey, Finlay, Marley & Hodgson handles the Cummins account.

Ill Health Forces Winchell Off Air; Pearson Takes Spot

NEW YORK, April 11—The voice which has been alerting "Mr. and Mrs. America and all the ships at sea" Sunday evenings at 9 (EST) for ten years will not be heard for a while.

Walter Winchell has announced that he will take an "extended vacation" from his 15-minute ABC broadcast for Hudnut Sales Co. The reason: ill health.

The commentator-columnist discontinued his broadcast and his *New York Mirror* syndicated column late in January on the advice of his physician. He returned to the air March 9. However, a week later, an announcer was called in to read Mr. Winchell's script when the commentator became ill shortly before air time.

Drew Pearson, formerly heard at 6 p.m., EST, on Sundays for Carter Products, has moved into the spot vacated by Winchell. Carter Products moves with Mr. Pearson, Hudnut having given up the time.

Coming plans for Hudnut via
(Continued on Page 8)

Last Minute News Flashes

Bryan Hosiery Account Switches to Abbott Kimball

NEW YORK, April 11—Bryan Full Fashioned Mills, Chattanooga, manufacturer of Beautiful Bryan hosiery, has appointed Abbott Kimball Co. to handle all its advertising, effective May 1. Robert W. Orr & Associates is the present agency.

\$35,000 Frostee Contest Will Start April 28

HOBOKEN, N. J., April 11—Thomas J. Lipton Inc. will launch a \$35,000 cash contest for Frostee dessert mix on April 28. Breaking via the Arthur Godfrey "Talent Scouts" simulcast, the contest is an expansion of last year's promotion. Additional advertising will run in the *American Weekly*, *First Three Markets Group*, *This Week*, and 89 independent comic groups. Nine grocery business papers are also scheduled for the contest, which closes May 25. Ruthrauff & Ryan, New York, is the Frostee agency.

Mark Sloman Returns to Reporter as V. P.

NEW YORK, April 11—Mark J. Sloman, formerly v.p. of advertising and promotion, Fashion Park Inc., Rochester clothes manufacturer, will rejoin Reporter Publications April 15 as v.p. He has been a major stockholder of the publishing company since its inception and was with the company from 1938 to 1950.

(Additional News Flashes on Page 93)

FCC Allows 78 Days for TV Applications

Long Freeze Ends; 20 UHF Frequencies Added; Commission Plans Channel-by-Channel Action

California Sales of Freezer-Food Plans Hit Peak

LOS ANGELES, April 8—Approximately 6,000 home freezers are now being sold monthly in Southern California. Theodore H. Silbert, president of Standard Factors Corp., reported this progress at the first annual convention held here by the Approved Freezer Food Plans Assn.

This is equivalent to a business of \$3,000,000 monthly, apart from the value of the food, he pointed out. It makes the home freezer the major product purchased on the instalment plan in the area. Mr. Silbert said: "The best way we can show our confidence in this development is to tell you that at Standard Factors we are prepared to finance the sales arising from such instalment contracts." The company has offices in Los Angeles, Chicago and New York.

Explaining the mushrooming sales of the industry, he said, "In many fields of endeavor there is only one shortage today, and that is a shortage of orders because merchants have failed to interpret the current mood of the consumer. As you have so well demonstrated by intelligent merchandising plans, which need no high pressure selling, the freezer food plan brings back into the market the many customers who were priced out of the market."

Mr. Silbert asserted that the combination of the food plan, and the sale of the freezer makes it possible to "mitigate the one weak link in the American distribution
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By STANLEY E. COHEN

WASHINGTON, April 11—TV's 3½-year freeze ended this weekend. After a week of frenzied activity, the Federal Communications Commission today adopted a new TV allocation plan adding 70 new channels in the ultra high frequency band to the 12 channels that have been used since World War II.

The commission gave would-be broadcasters until July 1 in which to file applications. At the end of this period, FCC will begin grinding out construction permits.

In general, the plan announced today follows the format established by FCC's proposed allocation of March 22, 1951, intermixing new UHF channels with VHF channels. In all there is provision for about 530 stations on the present VHF channels and another 2,000 on the new UHF channels.

Educators picked up several desirable frequencies in today's plan, and emerged with nearly 250 assignments, compared with 209 in the earlier plan. They get the sole remaining VHF channels in Chicago, Boston, San Antonio, Birmingham and Dallas. Educators also won VHF channels in Pittsburgh, New Orleans, Memphis, Milwaukee, Miami, St. Louis, Seattle and Denver. They were assigned UHF channels in New York, Philadelphia, Los Angeles, Washington, Baltimore and Detroit.

Among other cities, as a result of the plan, new UHF channels
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Federal Advertising Execs Join D'Arcy; Accounts Move, Too

NEW YORK, April 11—D'Arcy Advertising Co. will reportedly announce next week that several top executives of Federal Advertising Agency, along with their accounts, will move to D'Arcy's New York office. Among the executives will be Gordon E. Hyde, president, and Kenneth W. Plumb, v.p. and secretary of Federal, and Douglas Boyd, v.p. and art director.

Among the accounts reportedly making the transfer are American Optical Co. (Sun Glass division), Davol Rubber Co., Gerber Products Co. and Stromberg-Carlson Co. It was thought that a good share of Federal's employes might be included in the move.

It will not be a merger. The name of Federal Advertising Agency will be continued, and will probably be under the control of Jules B. Singer, a major Federal stockholder and v.p., who supervises that portion of American Safety Razor Co.'s business handled by Federal, as well as Doekins Products Inc., General Cigar and United Distillers.

Reserve Board Sees No Rush for Durables

1952 Consumer Spending Survey Indicates Demand for Autos Hasn't Risen

WASHINGTON, April 10—Summaries of Federal Reserve Board's annual survey of consumer spending plans indicated today that Americans have no intention of stampeding for durables in 1952.

On the basis of studies conducted by the Survey Research Center of the University of Michigan, Federal Reserve said today that consumers have become noticeably price conscious. The board indicated that current demand for appliances, housing and automobiles probably does not exceed the amounts that are being produced under existing limitations on material.

While most consumers are making more money than in 1951, Federal Reserve reports that a majority consider themselves worse off financially. The board said prospective expenditures for durables appear to be "moderate" in relation to income. It expects savings to continue to accumulate at the impressive rate which developed during the second, third and fourth quarters of 1951.

Reporting the decline in buying which became evident early in 1951, Federal Reserve suggests that the reaction to the big post-war boom has apparently begun to set in.

By early 1951, the board said, consumers were unusually well stocked with durable goods. The

total number of automobiles in use was half again as large as in 1939 or 1945. Consumer stocks of major household appliances had increased even more rapidly.

In today's report—the seventh in an annual series—Federal Reserve finds a continued backlog of demand, particularly for housing, but an increasing number of consumers who consider that 1952 is not a good year to buy major durables. Prospective purchases of refrigerators, console radios and washing machines were noticeably "soft." Demand for automobiles and housing is about equal or slightly below 1951.

Prices and credit terms are among the factors which increase or decrease total demand, the board pointed out. It warned that the interviews must not be considered conclusive evidence of what consumers will do.

"Changes in the international situation or in the level of business or governmental expenditures may affect substantially incomes, prices, availability of consumer goods, and, accordingly, the climate of consumer attitudes and plans.

"It is relevant, nevertheless, to know that in the economic climate of early 1952 consumers were planning, as in early 1951, to purchase durable goods in moderate volume in relation to income.

"Such a volume of purchases would be consistent with a continued high level of consumer saving, which if channeled into investment in government securities, might provide a significant anti-

(Continued on Page 94)

Market Research Expert Gives Marketers New Ideas on Predicting Public Spending

CHICAGO, April 8—Findings that may provide a new key to predicting consumer expenditures were reported here recently at an American Marketing Assn. luncheon.

The hitherto unpublished studies were revealed by James Lorie, who has been working with the board of governors of the Federal Reserve System. Mr. Lorie, market research editor of the *Journal of Marketing*, is on leave from the University of Chicago.

Almost as interesting as his talk was Mr. Lorie's answer to a question in which he stated that Federal Reserve officials do not think much of advertising as a sales stimulant.

Two studies, both still in progress, were discussed by Mr. Lorie. The first, being done by the Survey Research Center at the University of Michigan, puts stress on buying plans and liquid assets of consumers. These two factors have been sadly neglected in market forecasts, Mr. Lorie said.

He reported that the Michigan survey center found both very helpful in making a prediction about expenditures. What the center did was to conduct an interview-reinterview study. In January-February-March of 1948, interviewers asked a group of consumers about buying plans for the coming year. One year later the same group was revisited to discover how plans were carried out.

Here is the way the results read on automobiles:

Of those who said they would definitely buy a new car, 57% did; of those who said, "probably," 32% did; 7% of the "undecided" bought new cars; and only 4% of those who did not plan to buy a new

car bought one.

Mr. Lorie said that in analyzing the results the survey center found the following six variable factors as important indicators of spending:

1. Income greater than \$3,000.
2. Whether the individual thought his financial condition was better in 1948 than 1947.
3. Income in 1947 was greater than expected.
4. Whether 1948 was greater than 1947.

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\$1 Bill Brings Rapid Results in Basford Survey

NEW YORK, April 8—A dollar still goes a long way, if you know how to use it.

The market research department of G. M. Basford Co. has learned a lot about the power of a dollar during the last few weeks. Bill Stokes, market research director, and Dan Charny, account manager, pinned crisp new \$1 bills to questionnaires sent to 282 production executives in metalworking industries. Attached also was a hand scribbled note suggesting the \$1 bill be used to buy a cigar for co-operation.

In less than two weeks 214 returns were received by Basford. Fifty of those who sent in returns also sent back \$1 bills.

Mr. Stokes and Mr. Charny reasoned that the \$1 bill idea would not only get the questionnaire past the secretary's desk but would intrigue the recipient into reading and returning the questionnaire. Returns are still being received. It is expected that the ultimate percentage will approach 80%.



AMMUNITION—Thomas D'Arcy Brophy (left), president of the American Heritage Foundation and chairman of the board of Kenyon & Eckhardt, shows Allen B. Willard, director of the National Americanism Commission of the American Legion, some of the layouts for posters and ads being prepared by Leo Burnett Co. for the Get-Out-the-Vote drive. The American Legion is one of 200 national groups participating in the campaign. Looking on (right) is Donald B. House, ad manager of Armour & Co. and volunteer coordinator for the drive through the Advertising Council.

Bowman Gum Co. Changes Its Name, Starts Testing 2¢ Chlorophyll Gum

Lbs. or Doz.? Test to Decide on Orange Sales

LAKELAND, FLA., April 9—Are housewives more inclined to buy oranges when they are sold by the pound, or when they are sold by the dozen?

In an attempt to find out, the Florida Citrus Commission is conducting an unusual two-city test. In Memphis, housewives are being urged to buy oranges, and other citrus fruits, by the pound. In Louisville, they are being told to take them home by the half-dozen or dozen.

Newspaper and radio are being used in the concurrent drive, which will run through May. Total cost of the campaign will be \$25,000.

In each city the commission will run 6,500 ad lines and 360 spot radio announcements.

Theme of the Memphis series is: "Look at the scales and multiply by seven." This refers to the claim that a minimum of seven ounces of juice can be squeezed from every pound of Florida oranges, regardless of size.

In Louisville, the commission will stick to "drink a full, big glass every day" and other current ad themes.

J. Walter Thompson Co., New York, is the agency.

Reynolds Tobacco Picks Up Half of 'Broadway TV Theater'

R. J. Reynolds Tobacco Co., Winston-Salem, will co-sponsor "Broadway TV Theater" over WOR-TV, New York, for Cavalier cigarettes (William Esty Co., New York); General Tire & Rubber Co. (D'Arcy Advertising) already has contracted to present half of the new series, which starts April 14 at 7:30 p.m., EST.

The theater will televise the same play nightly Monday through Friday, the next week another play will get a five-day run, and so on. The advertisers will alternate as sponsor of the first 45 minutes of the program. "The trial of Mary Dugan," starring Ann Dvorak and Vinton Hayworth, will open the series.

WMOH Promotes Motley

Ray Motley, sportscaster for WMOH, Hamilton, O., has been promoted to sales manager.

Miller Advertising Moves

Nathan H. Miller Advertising, Boston, has moved its offices to 216 Tremont St.

PHILADELPHIA, April 9—The Bowman Gum Corp. has changed its name to Haelan Laboratories and is now test marketing a new 2¢ chlorophyll gum in four markets.

The bubble gum division of the new corporation will be retained and is known as the Bowman Gum division. This division produces and markets Blony and Bub gums.

The new gum, now the lowest priced gum of its kind on the U. S. market, is called Chlorophyll Tabs. Each stick is separately wrapped in a green-and-black wrapper. The gum comes packaged in counter-display units to encourage purchase of the 2¢ sticks for change-makers.

The company is testing the new product here, in New York, New England and in Chicago. The test will run until the end of April when distribution will be set up on a national scale, production permitting.

Leonard Kamber, sales manager for Haelan Laboratories, told AA that the company plans to use almost its entire advertising budget to promote the new product. The bubble gum products will be given a minimum of promotion during the coming months. No specific advertising budget has yet been fixed, but the over-all expenditures are expected to be based on future sales.

At present, promotional plans call for concentration on consumer media following a brief trade flurry. Several radio spots a week have been scheduled in New York on the "Barry Gray Show" and on the "Dorothy & Dick Show" through Franklin Bruck Co. of New York.

The company plans to use the same distribution setup now used by its Bowman Gum division. This also will include overseas distribution.

Uses Yankee Network, TV

G. Krueger Brewing Co., Boston, is sponsoring the Yankee Network News Service edition—from Maine to Connecticut—via WNAC, Boston. The show airs Monday through Saturday, 11-11:10 p.m. In addition, the brewer has two telecasts over WNAC-TV, Mondays through Friday: "Krueger Weather Photo," 6:55-7 p.m., and "Krueger News," 11-11:05 p.m. Charles Dallas Reach Co., New York, is the agency.

Industrial Ad Conference Set

The Cincinnati Industrial Advertisers Club will sponsor the fourth annual Ohio Valley Industrial Advertising Conference in the Netherlands Plaza Hotel, Cincinnati, on May 27.

200 Groups Join Vote Campaign; New Theme Used

CHICAGO, April 8—About 15,000,000 non-affiliated voters are going to be the main target of a huge Get-Out-the-Vote promotion in the coming months.

More than 200 national groups, headed by the American Heritage Foundation, are pitching in on this effort. The drive gets rolling in June and will consist of three separate smaller drives urging voters to think, register and vote.

This election year's promotion will differ from those of the past by being more positive. Thomas D'Arcy Brophy, president of the foundation, told representatives of the groups meeting here it is felt that the finger-pointing tactic in the past defeated itself. He said a reevaluation of the 1950 vote drive convinced the foundation that these tactics developed a "guilt complex" in people. They closed their minds to suggestions that they were shirking their duty.

The idea to be stressed this time is that this is a citizens' election, with everyone getting out to vote—so don't get left out.

The group hopes to get out 63,000,000 votes on Nov. 4, 15,000,000 more than in 1948 when only 51% of the eligibles voted. Mr. Brophy pointed out that our voting score has decreased since 1880 when 78.4% voted and compares poorly with the vote in other countries. England, for example, managed to

(Continued on Page 6)

Marketing Assn. Elects Hughes as '52-'53 President

CHICAGO, April 10—Gordon A. Hughes, director of the market analysis department of General Mills, has been elected president of the American Marketing Assn. for the year beginning July 1.

The association ballots by mail, and results were tabulated yesterday.

Elected vice-presidents of the association were E. T. Grether, dean, school of business administration, University of California, for academic activities; Harold P. Alspaugh, director of market research, H. J. Heinz Co., for professional activities; and William F. O'Dell, Market Facts Inc., Chicago, for operating policies.

Ira D. Anderson, chairman of the department of marketing, school of commerce, Northwestern University, was elected secretary. Charles W. Smith, associate manager, McKinsey & Co., New York, was elected treasurer.

Directors named are: Prof. Joel Dean, graduate school of business, Columbia University; Allen K. Gaetjens, manager of the marketing research department, General Electric lamp division; Arno H. Johnson, v.p. and director of research, J. Walter Thompson Co.; George W. Robbins, associate dean, college of business administration, University of California, Los Angeles; Richard F. Spears, assistant to the v.p., Stop & Shop Inc., Boston; and Alfred N. Watson, assistant treasurer, Curtis Publishing Co.



Gordon A. Hughes

High Taxes Pushing Whisky Drinkers to Moonshine: Wachtel

NEW YORK, April 8—High liquor taxes are pricing whisky drinkers right into the moonshine market, according to W. W. Wachtel, president of Calvert Distillers Corp.

Reporting the results of a survey on liquor taxation, Mr. Wachtel said: "When brand names are priced out of the liquor market, drinkers of those products turn to beer and wine, which have a lower tax rate per gallon than whisky. But more often they turn to illicit untaxed beverages."

About 65% of the retail price of whisky, he explained, is tax. Not only has this high tariff caused a reduction in consumption, but also a steady decline in federal and state revenue. Despite the increased taxes, the Calvert study shows that federal receipts on distilled spirits were off 52% in January, 1952, over the same month last year.

The survey discloses that in some states the cost to the consumer of a fifth of name-brand whisky exceeds other states by \$1. The result in terms of per capita legal consumption is proportionately less where the price is higher. "Many brand names have been priced out of the market by high state taxes which are lapped onto the \$10.50 a gallon federal excise tax. In open states the average state excise tax on whisky is \$1.64 a gallon. In New York, the state tax is \$1.50. This is exclusive of other state and local business, corporate, sales, income taxes and liquor license fees," Mr. Wachtel said.

Because of widely varying tax rates, the Calvert head stated, no other brand name industry has such differing consumer prices as those for standard brands of whisky across the country. "The result of such wide price variance," he said, "is that it lessens consumer confidence in name brands and encourages illegal interstate transportation."

As proof of this he cited the increase in federal seizures of stills with production capacity of 330-492 gallons in 1951 as compared with 306,725 gallons in 1950.

Mr. Wachtel suggests three steps to help offset the decline of federal and local taxes:

1. A reduction of federal excise tax collections to realistic levels. He cited the bill introduced before Congress by Rep. Emanuel Celler (D., N. Y.), proposing to reduce the tax of \$10.50 per gallon to the prewar rate of \$6.
2. A reduction of tax rates in high tax states.
3. Enforcement of laws against moonshining.

Play MacGregor Tommy Golf Balls and Clubs... They're preferred by winners!

SAM SNEAD
WINS 1952
MASTERS TOURNAMENT

Playing *MacGregor* Equipment Exclusively

Five of the best the Masters Champions won with MacGregor! Already in 1952, winners of 11 major golf championships have used only MacGregor equipment. To insure your own success, please MacGregor Tommy golf balls, clubs and tees at your pro shop next time you play.

MacGregor
THE QUALITY MAKER OF THE BEST

SORRY, OUR ERROR
AND OUR APOLOGIES.
GOLFERS PLEASE NOTE.

Through a regrettable error in an advertisement published in the Boston Evening American, April 7, Sam Snead, winner of the 1952 Masters Tournament, is quoted as using MacGregor Tommy Golf Balls and Clubs exclusively. As a matter of record, and an apology for the error, Sam Snead was using Wilson Balls and Clubs. The Evening American regrets the error.

RIGHT GOLFER, WRONG CLUBS—The Boston Evening American ran the ad on the left in error after Sam Snead won the Masters golf tournament. The paper apologized the next day (center). The correct ad, which 56 other papers ran, is on the right.

Wilson Promotes Snead's Win, But Boston Daily Gives Him Wrong Clubs

P&G Weighing TV Possibilities for 'Welcome Travelers'

CHICAGO, April 9—After almost five years on radio, Procter & Gamble's "Welcome Travelers" (NBC) can be televised.

To this end, advertising executives of P&G and representatives of four agencies handling P&G products were in Chicago this week for auditions. These are Biow Co., which handles the show for P&G, Benton & Bowles, Compton Advertising and Dancer-Fitzgerald-Sample.

Procter & Gamble, the largest network TV and radio advertiser, owns the "Welcome Travelers" show, which features Tommy Bartlett as emcee. It is the first radio show which P&G has considered for TV conversion.

P&G plans to review the three kinescopes made of the show this week before making its final decision with regard to televising it.

Curtiss Joins Allied Agency

Sanford Curtiss, who has operated his own public relations organization in Cleveland for the past 10 years, has joined Allied Advertising, Cleveland.

Billings Joins Morey, Humm

Augusta Billings, formerly with Irving Serwer Co., has joined Morey, Humm & Johnstone, New York, as a stylist.

CHICAGO, April 9—The day after Sam Snead won the Masters golf tournament, 57 newspapers were supposed to carry an ad saying that he did it with Wilson golf clubs and balls.

Fifty-six papers did. But the 57th carried an ad saying that Mr. Snead had accomplished this feat with MacGregor clubs and balls.

The paper with the red face was the Boston Evening American, which on the following day published a retraction and an apology. Both Wilson Sporting Goods Co. and MacGregor Golf Co. had furnished the paper with mats. Accompanying each mat was a list of golfers on each company's staff. If the winner was either a Wilson or a MacGregor man, his name was to be inserted in the proper ad and it was to run. Apparently, a makeup man at the Boston paper looked at the wrong list.

Wilson wasn't too happy about the error, but the company was pleased at the number of papers that carried its day-after ad. It had tried to get it into 60 papers in leading cities across the country, and succeeded in making all but three.

Wilson uses this "win ad" technique for every major golf tournament. Space is reserved in as many of the papers as possible, and they are given the list of some 20 top golfers on Wilson's staff. Papers are authorized to run the ad if any golfer on this list wins.

These newspaper ads are in addition to Wilson's regular advertising and promotional program, the '52 version of which is about to start.

It will break with a four-color page ad in the May 24 issue of the Saturday Evening Post (through Ewell & Thurber). This will be followed by three more color pages in the Post during the golfing season. The theme of these ads will be institutional and will not try to sell any particular product. The ads are illustrated with a large trophy containing the names of top athletes in the Wilson stable. Around the championship cup are illustrations of various items of Wilson athletic equipment.

To merchandise the Post advertising, Wilson will prepare and distribute more than 5,000 counter cards of its Post ad.

Wilson also will run several half-page ads in Esquire. These are (Continued on Page 90)

Again It's **Wilson!**

In winning the **MASTERS GOLF TOURNAMENT** **SAM SNEAD** played Wilson golf clubs and golf balls... the equipment depended on by most great stars

There can be no better proof of the superiority of Wilson golf equipment—during the past 3 years more major tournaments were won with Wilson clubs and balls than with all other makes combined. Play famous Wilson clubs and balls furnished with your game—no more you explain.

Winner of the 1952 Masters Golf

Wilson
GOLF EQUIPMENT

Nil-O-Nal Starts Promotion for New All-Purpose Cream

CHICAGO, April 9—Nil-O-Nal (try spelling it backwards) is a new cream product which contains lanolin, a chlorophyll derivative and Vitamin D.

It's good for almost anything from sore feet to dandruff, according to the manufacturer, Nil-O-Nal Corp., Chicago. The cream, largely a mail order item, has been on the market for about two months. So far the maker has spent about \$100,000 on newspaper, magazine, direct mail and spot radio advertising, concentrated in approximately 60 small and medium-size towns.

Nil-O-Nal is said to contain the highest concentration of lanolin of any cream product on the market. It is described as good for hair conditioning, the complexion, as a base for eye shadow, a stimulant for hair growth, a dandruff remover, relief for sore feet, and a number of other purposes. Its chlorophyll content also removes odors as needed, and the Vitamin D is thrown in for good measure.

N. J. McMahon, account executive for O'Neil, Larson & McMahon, which handles the account, told AA that ad budgets and national promotion for the product will not be established until its consumer acceptance has been gauged.

Shulton Inc. Appoints Rowland Ad Manager

Shulton Inc., New York, has appointed Maxine Rowland as advertising manager. She succeeds Elizabeth Shoemaker Shenkin, who has resigned to go into the writing field with her husband, Ernest Shenkin.

Miss Rowland was head of the copy department at Abbott Kimball Co., where she has been for the past six years. Prior to that she was head of the copy staff at Neiman Marcus, Dallas department store.

Open Art Service in New York

A new art service, Garden Studio, has been opened at 134 E. 44th St., New York. Josephine Kolb, formerly art director of Federal Advertising, New York, and Alma Gardner, previously a representative for Summers Studio, New York, head the organization.

Professor's Study Finds 6-Year-Olds Responsive to TV

LOS ANGELES, April 9—Out of 2,000 six-year-olds in Los Angeles County, 67.3% ask their parents to buy TV-advertised products.

Prof. Hal Evry of Woodbury College, Los Angeles, reports this figure from his special study of television and the six-year-old. He has also found that only 28.1% of the kids in radio-only homes make the same demands on their parents.

Prof. Evry's study is one of a series on the influence of television on our daily habits. He also reports that 47.2% of the children sing commercials they've learned from the television set while only 33.4% of those with only radios pick up the singing jingles.

The Woodbury survey contains several other statistics in relation to six-year-olds and video. In addition to their reactions to commercials, Prof. Evry found that 62% of the Los Angeles kids would rather watch TV than play outside—even in California. Eighty-two per cent watch it every day; 60% hardly ever, or never, go to the movies and 62% talk to their playmates about TV programs.

About 59% reported that television programs frighten them and 54% dream about things they have seen. A check of their teachers disclosed that 38% of the children have large vocabularies, 48.2% are considered bright and 33.3% are restless in school. Forty-one per cent never read any books but school books. Only 3.7% wear glasses.

The children covered in Prof. Evry's study are all students in public and parochial schools in Los Angeles County.

TV is Best Medium for Public Relations, Says CBS' Jacobson

PHILADELPHIA, April 8—Television has more to do with public relations than any other medium of mass communications, members of the Philadelphia Public Relations Assn. were told last week.

Speaking before a luncheon meeting of the group, David Jacobson, director of public relations for CBS-TV, described TV as "the perspective medium" through which the public relations man can give viewers a true view of his company, its policy and its products.

If his company is using TV, Mr. Jacobson said, the public relations man should see to it that the program used reflects the personality of the company and does not violate the laws of good taste.

He also warned the group against trying to use TV as a "handy place for a quick publicity plug or a cute stunt." By its very nature, he said, television imposes obligations of integrity and good judgment.

Mr. Jacobson dismissed talk of TV replacing other media as "unhealthy and unrealistic" and called for close cooperation between all mass media.

Brown Joins Rayonier Inc.

Michael A. Brown Jr., formerly sales promotion manager of the Plaskon division of Libbey-Owens-Ford Glass Co., Toledo, has been appointed sales promotion manager of Rayonier Inc., New York, maker of wood cellulose.

Winsor Joins 'Living'

Robert Hale Bancroft Winsor, formerly with House & Garden, has joined the Boston office of Living for Young Homemakers as representative of national and shops accounts.

Bright NEW spring treat! Angel Salad with peach halo!

The Whole Egg Mayonnaise

Canned Cling Peaches from California

Best Foods HELLMANN'S MAYONNAISE

Angel Salad with a peach halo!

PEACHY TIE-IN—Cling peaches go over grocery counters fastest during April and May so the Cling Peach Advisory Board is sending this promotion piece to grocers showing life color ad which will help them sell peaches. Special tie-in features an "angel salad with peach halo" made with Best Foods Inc. mayonnaise and Pet Milk Co. evaporated milk. All three advertisers will push the recipe.

Woods & Warwick Agency Dissolves

NEW YORK, April 10—J. R. Warwick and Mark Woods, who last October set up a new advertising agency—Woods & Warwick—have dissolved the company.

A v.p. and director of Warwick & Legler before he left to go into partnership with Mr. Woods, Mr. Warwick has joined Kenyon & Eckhardt as v.p. and general executive.

Mr. Woods, who was formerly president and vice-chairman of the board of American Broadcasting Co., has retired to live in Florida.

■ When Woods & Warwick went into business some six months ago, the agency indicated that the names of clients and personnel would probably be announced early this year. The next announcement to come from the agency was this week's release

reporting its dissolution. Apparently the new company never got past the tentative stage of doing groundwork preparatory to receiving major accounts.

A veteran of 20 years in the agency business, Mr. Warwick, at Warwick & Legler, served such accounts as Sherwin-Williams, Vick Chemical Co., William R. Warner & Co., Motorola, George W. Luft Co., Capehart-Farnsworth, Kingan & Co. and Equitable Life, among others.

Preyer Heads AFA 8-Man Nominating Committee

Allan T. Preyer, chairman of Morse International, New York, heads the eight-member 1952 nominating committee for the Advertising Federation of America's board of directors.

Members of Mr. Preyer's committee are: Don Francisco, v.p., J. Walter Thompson Co.; W. Parlin Lillard, sales promotion manager, General Foods sales division; P. J. Morrison, advertising director, Chicago Herald-American; Wil-

liam T. Owens, director of public relations, Girdler-Tube Turns Inc. and governor of AFA's fifth district; Andrew C. Quale, advertising director, Walter Baker Co.; Jerrie Rosenberg, president, Philadelphia Club of Advertising Women, and Grant Stone, advertising director, Cleveland Press. Ten new directors will be elected at the federation's 48th annual convention at the Waldorf-Astoria in June.

Hickerson Agency Opens: Nothing Said on Accounts

J. M. Hickerson Inc. is opening offices at 270 Park Ave., New York. Mr. Hickerson early this year "reached an amicable agreement" with officers of Albert Frank-Guenther Law to resign in March. It is understood he took several accounts with him, but neither he nor others involved will comment.

Mr. Hickerson last week said he hopes to name members of his staff "within a few weeks." His new agency is a reestablishment of the one which he merged with Albert Frank-Guenther Law in 1950.

Highlights of the Week's News

With the spring has come the TV thaw, naturally enough. In the next 78 days, the FCC will receive hundreds of applications for channels. Those applying in bigger TV-less cities will get the first action, in most cases. Educational broadcasters get more of a break in the commission's new order . . . **Page 1**

D'Arcy Advertising is adding some big accounts as top executives of Federal Advertising Agency come into the fold. It's not a merger, though . . . **Page 1**

It's a question whether those chlorophyll products are rolling along faster than the new freezer-food plans. On the West Coast, an association of the plans reports big successes. . . . **Page 1**

Major appliance and auto makers won't be too encouraged by the annual consumer spending survey of Federal Reserve Board, published last week. At the same time, in Chicago, James Lorie revealed new prediction methods that are being worked out to make the Reserve Board's predictions more accurate . . . **Page 2**

At the Four A's meeting a week ago, the hottest subject discussed by the agency men never came up on the open floor. That involves speculative presentations for new accounts. See AA's editorial on . . . **Page 12**

Electric Auto-Lite staged a grandiose TV show with 11 auto makers taking part. It might well have been called a "Comedy of Errors." . . . **Page 42**

Old Forester lost that battle of the bottle . . . **Page 57**

The 100-year-old Rock Island Line has begun advertising on a new principle—that the public should be sold on the idea that when they help the railroad they help themselves . . . **Page 62**

Artra Cosmetics uses an old photo and old (and incomprehensible) explanation of its promotion pitch for Sutra sun tan lotion. See cheesecake on . . . **Page 72**

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"I'm afraid Ed gets carried away when he talks about the statewide impact the Des Moines Sunday Register gives him!"

Don't let the name fool you. Far more than intensively covering a city, the Des Moines Sunday Register speeds all over Iowa . . . hitting every county in force.

The proof? Look! Family coverage in 79 out of Iowa's 99 counties is an amazing 50% to complete domination. In 12 more counties, it's from 40% to 49% . . . and nowhere else is it less than 21%.

Now contemplate this market: Here 2½ million people have an annual 3½ billion dollar income. This is split between farm folks who are the world's wealthiest . . . and town people who far outspend big cities like Philadelphia, Boston, or San Francisco.

Watch this market respond . . . when you sell it through the Des Moines Sunday Register! Milline rate, \$1.86.



PACKAGES A STATEWIDE URBAN MARKET RANKING AMONG AMERICA'S TOP 20 CITIES

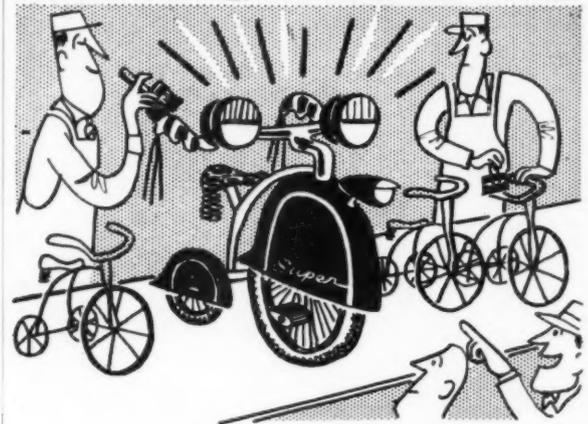
ABC CIRCULATION Sept. 30, 1951:
Daily, 371,459—Sunday, 536,752

THE DES MOINES REGISTER AND TRIBUNE

Gardner Cowles, President

Represented by:

Scalero, Meeker & Scott—New York, Chicago, Detroit, Philadelphia
Doyle & Hawley—Los Angeles and San Francisco



"This is the size we make for the Growing Greensboro Market"

HERE'S A MODEL MARKET in the South's Leading State! . . . The Greensboro 12-County ABC Market has 1/6 of North Carolina's 4-million population—who buy 1/5 of the state's \$2¼-billion retail goods annually, and account for 1/5 of North Carolina's \$487-million food bill. . . . Your No. 1 salesman in this model market is the 100,000 daily circulation of the GREENSBORO NEWS and RECORD . . .

Only medium with dominant coverage in the Greensboro 12-County ABC Market, with selling influence in over half of North Carolina!

Bureau of Census Figures

Greensboro
News and Record

GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kalley, Inc.

there's
more
sugar
in
the frosting!...

The best part of a cake is the frosting... just as the best part of a market is its quality "topping". Because the quality slice of the market is the families who are actively interested in *living better* and who can well afford to buy the things that mean *better living*—the slice to which you can sell more goods, more often, and more profitably. In New York the Quality Market IS the Herald Tribune... a market that buys in tremendous quantity—and at all price levels... class market that buys mass—Five Billion Dollars big! Sell to the Herald Tribune Quality Market and you'll sell the market that means a profit to you. Get full details... today!



184,000 Herald Tribune home owning families use oil for heating purposes... 40,000 use gas... 63,000 use coal.

350,000 people in the Herald Tribune audience are attending school or college.

Herald Tribune families carry more than \$3,800,000,000 of fire insurance.

More than 560,000 Herald Tribune families have one or more savings accounts.

Dorothy Gray Runs Remoldine Facial Ads in 14 Cities

New York, April 8—Dorothy Gray Ltd. is using 1,000-line ads in newspapers in 14 cities to introduce Remoldine, "a contour facial with hormones" which helps "take years off your looks." Gray is also advertising cooperatively in newspapers with drug and department stores.

The 1,000-line program is scheduled to carry through the end of May, and then drop off to smaller space. Beginning on Labor Day, Gray will return to 1,000-line newspaper ads and move Remoldine into national magazines. It

will use two-color pages in *Charm*, *Harper's Bazaar*, *Glamour*, *Ladies' Home Journal*, *Today's Woman*, *Vogue* and *Woman's Home Companion*.

Cities where Gray is currently promoting Remoldine via newspapers include New York, Chicago, Los Angeles, Detroit, Cleveland, Dallas, Boston, St. Louis and Minneapolis.

Lennen & Mitchell is the agency.

Crippen Elected V. P.

H. D. Crippen, eastern manager of *Water & Sewage Works*, published by Gillette Publishing Co., Chicago, has been elected a v.p.

KMJ Promotes Bill Sanford

William Sanford, news editor, has been promoted to manager of KMJ, Fresno, Cal.

Minneapolis PR Men Elect

Don L. Short, public relations counsel, has been elected president of the Minneapolis chapter of the Public Relations Society of America. Other officers elected are: Cyril W. Plattes, manager of the department of public service, General Mills, v.p.; Tres Goetting, director of public relations of Campbell-Mithun, secretary-treasurer.

Hotel Appoints Lubock & Co.

Harrison Hot Springs Hotel, Harrison, B. C., has named James Lubock & Co., Vancouver, B. C., to handle advertising.

Appoints Kirk Shivell

Standard Machinery Co., Mystic, Conn., has appointed Kirk B. Shivell Inc., Ridgewood, N. J., to direct its advertising.

200 Groups Join Vote Campaign; New Theme Used

(Continued from Page 2)

get out 83% of its voters in October, 1951.

The drive will be conducted intensively on a national and local level. The community efforts of the participating groups—including the American Legion, the Boy Scouts of America, Kiwanis International, Lions International and others—will have "a canopy of national publicity and information." Ads

and literature for the national effort are being prepared by Leo Burnett Co., via the Advertising Council, at present. D. B. Hause, advertising manager of Armour & Co., is the coordinator working with the volunteer agency on this project.

Locally, group efforts will cover every aspect of registering and voting, from setting up information centers in libraries (the American Library Assn.) to urging travelers to get their absentee vote ballots (the American Hotel Assn.).

More than 600 newspapers have agreed to contribute a small box on the front page to serve the campaign.

National Broadcasting Co. and Columbia Broadcasting System will urge the stars on network shows to forego their sign-offs three or four days before the poll day and substitute the drive's slogan: "Pass the good word. See you at the polls."

The National Retail Dry Goods Assn. will conduct a shoppers' campaign via posters, window displays and reminders in packages and billings.

Boy Scouts will go on a door-to-door canvass, giving prepared one-minute talks on citizenship and voting.

The chief groups participating (to which 62% of the males in the U. S. belong), are:

Boy Scouts of America; Kiwanis International; Lions International; Civitan International; American Legion; American Veterans of World War II; American Veterans Committee; Catholic War Veterans; Disabled American Veterans; Jewish War Veterans; Veterans of Foreign Wars, Ladies Auxiliary, V.F.W.; General Federation of Women's Clubs; League of Women Voters; Daughters of the American Revolution; Chamber of Commerce of the U. S.; U. S. Junior Chamber of Commerce; National Council of the Y. M. C. A.; American Federation of Labor; Congress of Industrial Organizations; National Grange; National Farmers Union; National Council of Churches of Christ; American Jewish Committee; B'nai B'rith; Common Council for American Unity; Free and Accepted Order of Masons; Fraternal Order of Eagles; Loyal Order of Moose; Supreme Lodge, Knights of Pythias; American Council on Education; National Education Assn.; National Council for Social Studies; Public Affairs Committee; American Library Assn.; National Editorial Assn.; National Retail Dry Goods Assn.; National Assn. of Radio and Television Broadcasters; Theater Owners of America; American Hotel Assn.; American Bar Assn.

Names Jacobi Sales Head

Harold Jacobi Jr. has been elected v.p. and general sales manager of Frankfort-Dodge & Co., New York, wholesale liquor distributor. Mr. Jacobi will supervise distribution of beverages marketed by Melrose Distillers Inc., New York.

Lasser Names Seven Members

Morris Goldman, Howard F. Elin, Myron Semmel, Joseph M. O'Brien, William T. Gayle, Vincent D. Gormley and Willard K. Tarrant, top supervisors and specialists with J. K. Lasser & Co., New York, have been appointed members of the accounting firm.



GUY HECKER In Runs A Game*

WHEC In Rochester Radio!

**LONG TIME
RECORD FOR
LEADERSHIP!**

IN ROCHESTER 432 weekly quarter hour periods are Pulse surveyed and rated. Here's the latest score, —

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
FIRSTS	230	172	16	0	0	0
TIES	12	9	7	0	0	0

Station on 'til sunset only

WHEC carries ALL of the "top ten" daytime shows!
WHEC carries SIX of the "top ten" evening shows

PULSE REPORT—JANUARY-FEBRUARY, 1952
LATEST BEFORE CLOSING TIME

* In 1886 Hecker crossed the plate seven times for St. Louis in its game with Baltimore setting an amazing big league record that has never been topped since!

In 1943 Rochester's first audience rating report showed the decided listener preference for WHEC. This station's rating leadership has never been topped since!

BUY WHERE THEY'RE LISTENING: —



WHEC

Member
**GANNETT
RADIO
GROUP**
of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

NO TYPE USED IN THIS AD!

CARDS UP OUR SLEEVE? OF COURSE!

... Die-cut FOTOTYPE letter-cards. Just slide them into self-aligning composing stick and they're ready to be mounted on layout for photographic reproduction. Anyone can compose FOTOTYPE as fast as 15 characters per minute. Saves time and money. Makes layout preparation easy. Wide selection of distinctive type faces.

WRITE FOR NEW FREE CATALOG



1415 ROSCOE ST.

CHICAGO 13



Why put lace on tennis pants?

All tennis players wear pants . . . and what's
the difference if you add a bit of lace?
Just this—a promotion idea that
is *truly great* . . . produces sensational results.

Likewise . . . practically every advertiser uses *advertising
at the point of sale* . . . but of the many displays that go to market,
only occasional ones are endowed with *great selling ideas* . . . ideas
that win a product top attention at the retail outlet.

When it comes to creating *advertising at the point of sale*, our
nationwide organization has produced far more than its share
of sensational selling ideas. Perhaps it's because we
specialize in *advertising at the point of sale* . . .
and are content with nothing but the best.

Let us show how we can put that extra trimming of
real sales punch in *your advertising at the point of sale*.



WRITE NOW for idea kit of point-of-sale ideas that
click! Chicago Show Printing Co., 2640 N. Kildare, Chicago 39;
400 Madison Ave., New York 17.

- Lithographed displays for indoor and outdoor use
- Cardboard Displays
- Cloth and Kanvel Fiber Banners and Pennants
- Mystik® Self-Stik Labels
- Animated Displays
- Mystik® Self-Stik Displays
- Econo Truck Signs
- Stanzall Outdoor Signs
- Mystik® Can and Bottle Holders
- Booklets and Folders

Advertising at the POINT-OF-SALE

Ill Health Forces Winchell Off Air; Pearson Takes Spot

(Continued from Page 1)
Kenyon & Eckhardt, which has presented Mr. Winchell for two years, may begin to shape up by next week. His old sponsor will have an option on Mr. Winchell's services when he returns to radio as he is expected to do "when his recovery is complete."

No clear-cut answer was forthcoming from ABC as to whether

Mr. Winchell will get his choice time period back when he returns.

The vacancy created by Mr. Pearson's shift will be filled by George E. Sokolsky, whose program is sustaining.

Mr. Winchell hopes to resume his column soon, but the date at which he will be able to do so is indefinite.

Wehde Joins Hoffman & York

Ursula M. Wehde, formerly ad manager of American Lace Paper Co., Milwaukee, has joined the service staff of Hoffman & York, Milwaukee.

Shoe Makers, Retailers Run Cooperative Ad

Six manufacturers and six retailers of children's shoes are running a cooperative large-space ad in the *New York World-Telegram & Sun* on April 14. Editorial copy for the ad was provided by the National Shoe Institute.

The advertised lines are Dr. Posner, available at Bond's; Weather Bird at Altman's; Pediforme at Pediforme Shops; Protektiv at Stern Bros.; GeePees at Lord & Taylor, and Poll Parrot at McCreery's.

Lane & Bros. Names Tyson

W. T. Lane & Bros., Poughkeepsie, has appointed O. S. Tyson & Co., New York, to handle its advertising. The company makes canvas baskets, hampers and trucks for use in laundries, dry cleaning plants, hotels, institutions, etc.

Hazen Insurance to Kuhn

Ben Hazen Insurance Co., Portland, Ore., has appointed Randolph T. Kuhn Advertising, Portland, to direct its advertising.

'Life' Releases First Cumulative Issue Audience Study Measuring by Households

New York, April 10—*Life* today published the first measurement of household audiences covered by cumulative issues of a magazine.

The *Life* study was conducted in terms of households because various household members have much influence on product selection and because radio and television normally measure audiences this way.

It's "a logical sequel to the study of the individual accumulative audience which *Life* published two years ago," according to Publisher Andrew Heiskell. The study was conducted by Alfred Politz Research Inc., which also made the first study (AA, May 1, '50).

The new study had three objectives:

1. To determine the number and kinds of households reached by

the average issue of *Life*, and by accumulated issues up to 13.

2. To ascertain the frequency with which *Life* reaches different kinds of households.

3. To measure the extent to which *Life* reaches some or all of the members of the household.

Every adult in 1,926 households was surveyed on his or her readership of 13 separate issues of *Life* between October, 1950, and May, 1951.

According to the study, each issue of *Life* reaches at least one adult in 11,880,000 households. A second issue brings an increase of 4,200,000. By 13 issues, *Life* will reach 25,640,000 different households—six out of every ten in the U. S.

During the 13-week period, *Life* is read by 86% of the households with incomes of \$7,000 a year or more. Households with incomes of under \$1,000 comprise 30.3% of the group, during the same period.

Three out of every four TV homes (8,260,000) are reached by *Life* in a 13-week period. Checking audience repetition, the Politz study found that 8,600,000 households are reached by eight to 13 out of every 13 issues of *Life*. One to three issues are seen by 9,050,000 households. Almost half of the households which regularly read *Life* are in the top income bracket.

Politz found a much greater degree of consistent reading among TV households than among non-TV households. Almost one-third of all TV households see *Life* almost every week, 23.6% see from four to seven of 13 issues, and 20.1% see one to three issues.

The average issue of *Life* is seen by every adult in 4,500,000 households. In 10,200,000 households the magazine reaches half or more of the adult population.

As might be expected, professional and semi-professional people comprise the largest cumulative readership. In a 13-week period, *Life* was read by 94.7% of the professionals and semi-professionals, 81.2% of the service workers, 80.2% of the clerical and sales people, 76.9% of proprietors, managers and officials and 59.3% of the craftsmen and foremen. Farmers and farm laborers had the lowest readership. In a 13-week period only 43% of this group saw *Life*.

More than 12,000 visits were made by interviewers for the study. Every adult member of each household in the sample was interviewed three times.

'Fortune' Names Two

Robert Douglas Dick, formerly retail representative for *Life* in San Francisco, and Ernest M. Draper, formerly an account executive with Wildrick & Miller, New York, have joined *Fortune's* advertising sales staff. Mr. Dick will work in the Cleveland office. Mr. Draper in New York.

U. S. Shoe Boosts Butler

Charles H. Butler, ad manager of United States Shoe Corp., Norwood, O., maker of Red Cross shoes, has been promoted to sales manager.

THE Soybean Digest.

35 EAST WACKER DRIVE
CHICAGO 1, ILLINOIS
ANDOVER 3-3042

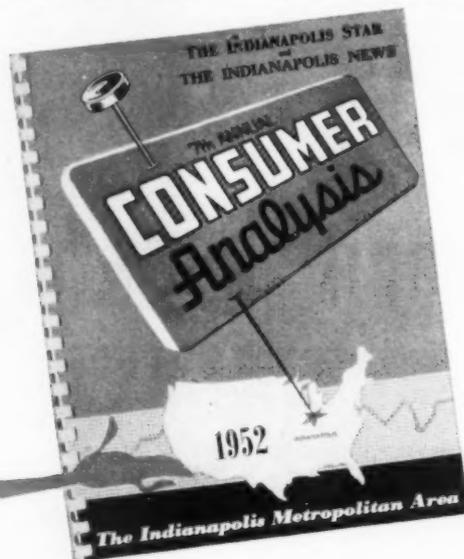
is the only monthly publication devoted to the rapidly expanding soybean industry. Read by producers, processors, grain handlers, manufacturers and others in 44 States, the District of Columbia, and foreign countries.



Hoosier Hank

The Star and The News Bring You 7 Vital Market Services

1. 7th Annual Consumer Analysis
2. Standard Market and Data Service
3. Personal Retail Contacts
4. Mailings to Trade
5. Spot Distribution Checks
6. Shopping Area Maps, Route Lists
7. Assistance at Sales Meetings



...your guide to the BIGGER Indianapolis Market

Here again, for the 7th straight year, is the Consumer Analysis for the Metropolitan Indianapolis Area, compiled and published by The Indianapolis Star and The Indianapolis News. It is for you . . . and it brings you the data so important to effective sales and advertising planning in this rich and fast-growing market! In it you will find the latest record of consumer preferences and buying habits for 150 product classifications, conveniently arranged in sections on foods, soaps and cleansers, toiletries and cosmetics, beverages, automotive, and general. Whatever you need for planning your most effective sales results in the Indianapolis market is available from The Star and The News . . . including saturation coverage for your advertising! Write for full details and your copy of the 1952 Consumer Analysis.

KELLY-SMITH COMPANY • NATIONAL REPRESENTATIVES

THE INDIANAPOLIS STAR

YOUR FIRST TEAM FOR SALES IN INDIANA

THE INDIANAPOLIS NEWS



Quality CIRCULATION BUILDERS

for leading Magazine Publishers

UNION CIRCULATION CO., INC.

5 Columbus Circle, N.Y. 19 • CO 5-8088

"Over a Quarter Century of Dependable Service"

Admiral Kirk

RECENT U. S. AMBASSADOR TO RUSSIA



...tells how the Russian people feel about us

DO the Russian people actually fear and hate Americans? How deeply have their minds been poisoned by Stalin's propaganda? Do they dare listen to American broadcasts? Do they expect to be involved in a shooting war with us? In these days of cold war, how do the great masses of Russians think, live, play, study and work?

Admiral Alan G. Kirk, recently returned to America after two and a half years as U.S. Ambassador at Moscow, answers these and other absorbing questions in the current LOOK. For LOOK's more than 18,453,000 readers, he paints a remarkably vivid picture of the Soviet people as they really are today.

Among the other distinguished articles in this issue of LOOK is "The Case for Eisenhower," by Walter Lippmann. Mr. Lippmann contends that Eisenhower is the only American since George Washington to be the choice of the masses of voters in *both* parties. Also in this LOOK is "MacArthur's New Role," an analysis of MacArthur's current political position by Frank Kluckhohn, noted reporter and journalist; and a deeply inspiring work by Fulton Oursler, entitled "The Meaning of Easter."

In issue after issue, LOOK brings its vast reader audience articles like these... articles on subjects of utmost significance, written by people of top rank and authority.

Look

GARDNER COWLES, EDITOR

*most exciting
magazine
in America*

Supermarket News



won't go off half-cocked
because of
\$3,000,000
expansion

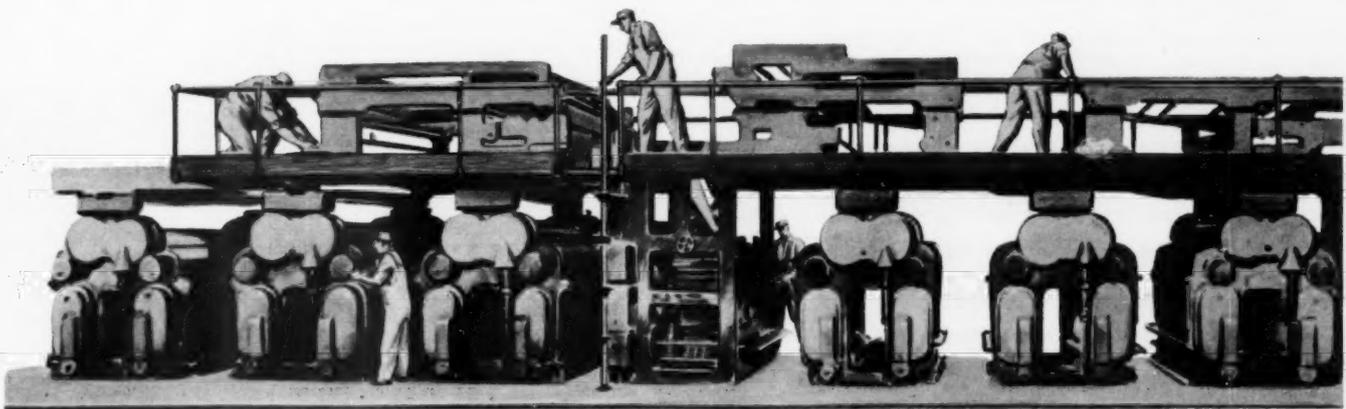
SUPERMARKET NEWS has been a fixation with us for nearly ten years. We blue-printed a paper that would *completely* cover the news and views of the largest industry in America—and the fastest growing . . . the food industry. A \$36 Billion yearly volume (it looks like \$40 Billion in 1952) demands and deserves *big* news service, adequate physical facilities, big printing presses, a world-wide news-gathering organization, and the ample manpower to rewrite, set, print, and deliver the news.

We had all these services, but they were rapidly being over-taxed by the industries we were already covering—also doing \$36 Billion at retail.* We *had* to expand—with or without THE SUPERMARKET NEWS. And so we made the expansion large enough to cover also the needs of the new, biggest, and most complete newspaper ever given over to food news.

We built a 12 story annex and put in the wherewithal . . . plus the largest and most modern presses known to man (50,000 full newspapers per hour). And all that set us back \$3,000,000. But we're *set* with a weekly newspaper such as the food industry never saw but always dreamt about.

If it's food news—you'll have the whole story and faster than food news ever reached you before. We can close the forms and have the whole newspaper in the mailing room in an hour.

Take advantage of the introductory subscription offer: One Dollar a Year.



"Our Salvation Depends Upon Our Printing The News"

Supermarket News

A Fairchild Publication 7 East 12th Street, New York 3, N. Y.

*WOMEN'S WEAR DAILY

*DAILY NEWS RECORD

*RETAILING DAILY

*FOOTWEAR NEWS

*MEN'S WEAR

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

Trade Mark Registered

Issued every Monday by Advertising Publications, Inc., 200 E. Illinois St., Chicago 11 (DE 7-1334), 801 Second Ave., New York (MU 4-8180), National Press Bldg., Washington 4, D. C. (Ra 7859). G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, O. L. BRUNS, vice-presidents. C. B. GROOMES, treasurer.

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San Francisco (3): Simpson-Rally Ltd., 703 Market St., Wm. Blair Smith, Mgr.

15 cents a copy, \$3 a year, \$5 two years, \$6 three years in U. S., Canada and Pan America. Foreign \$4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Speculative Presentations

The hottest subject discussed at the annual meeting of the American Assn. of Advertising Agencies last week was not on the program. There were no releases about it. It was discussed at "closed" meetings, open only to members of the association, and definitely not open to the press.

The subject was speculative presentations.

The Four A's is firmly and righteously opposed to speculative presentations. In its statement of standards of practice, revised and adopted at its 20th annual meeting in 1937, and not revised since, as far as we know, it said:

COMPETITION Speculative Materials

In view of its obligation to provide adequate service to clients, as well as the sound business principle of making a reasonable profit on its effort, the advertising agency should refrain from practices that dissipate its income in any unsound or uneconomic solicitation for new business.

It is recognized as unsound, uneconomic and unprofessional to submit speculative material in competitive solicitation.

This is a clear and forthright statement. The only thing wrong with it is that most agencies, including many members of the Four A's, do not abide by it. There are a number of advertising agencies, including some of the biggest, which do not make speculative presentations. But there are others, including some of the biggest, which do make such presentations. Both kinds presumably are respected and desired members of the association. At any rate, no serious move has ever been made, to our knowledge, to discipline or chastise any Four A's member agency which has made a presentation based on speculative material.

Yet the Four A's standards of practice says "it is recognized as unsound, uneconomic and unprofessional to submit speculative material in competitive solicitation." The fact is that the practice is not so recognized, even by many Four A's members.

We are not so sure, ourselves, that speculative presentations are necessarily unsound, uneconomic and unprofessional. We incline to the belief that they are a matter of business judgment, which might well be left to the individual agency to decide.

But we are sure that, in an industry which is devoting more and more attention to ethics, one of two things ought to be done: either an effort should be made to enforce the standards of practice as they exist, or the standards of practice should be revised to embrace reality.

Advertising Still Takes the Whipping

The Senate small business committee is the latest legislative body to decide, in its wisdom, that tax regulations (and postal subsidies) tend to stimulate advertising "that may be unnecessarily extravagant and not particularly productive."

They may even have something there. But why does advertising always get picked out of the crowd? Tax regulations may also, and do, tend to stimulate expense accounts that may be unnecessarily extravagant and not particularly productive. The same regulations tend to stimulate employment policies, and construction policies, and manufacturing policies that may be unnecessarily, etc.

Taxes that approach confiscatory levels are bound to stimulate extravagance and minimize cautious business judgment. But they probably do less of this in the case of advertising than is true with other business expenses.

We have never condoned extravagance or waste in advertising. But we're beginning to get the idea that you're picking on us, Senators.



—Chicago Daily News
"My mother's been lookin' for you; the hairbrush you sold her—the only got three spankin's out of it!"

What They're Saying

Call for Action

Wasteful spending is not justified by good times. It only weakens the cry of industry against government extravagancies which are carrying us so fast into the realm of socialism. The trend can be turned only if enough individuals will direct their sentiment and action beyond the scope of their own immediate self-interest.

Most of us are prone to oppose vociferously the principle of the government handout and at the same time heedlessly seek special consideration for certain groups of which we are members; or unsound loans for our businesses; or federal participation in local projects of no national moment.

We call upon our shareholders and our employees to rally to the cause of conservative government spending and lending even at the expense of some temporary personal or community gain. Sooner or later the bill must be paid.

—I. B. Tigrett, president, Gulf Mobile & Ohio Railroad Co., in a letter to shareholders in the company's 12th annual report.

Remember the Essentials

Advertising, in my opinion, like manufacturing, accounting and selling, is a function of management. If advertising men put advertising on a different level from management, I think they are doing advertising and themselves and their companies a great disservice. Advertising is a management function—and if an advertising manager can not get that point across, he's always going to be nothing more than an old-time advertising manager, and of no particular help to his company.

Don't get so bogged down in the details and semi-professional aspects of your job that you forget the part advertising should play in a well-balanced operating program. Starch reports and media data and inquiry analysis and scores of other things are important. I believe in research and

merchandising and all the other functions that have become a part of modern advertising, but these things are worthless unless the first thing is put first. So far as I'm concerned, the first thing in advertising is the understanding of the product or service and why it will be of service and render a profit to both maker and buyer.

Advertising has become a very complicated business—and I think perhaps that's one of its greatest troubles today. Sometimes you here in this room and all of those sitting in little cubicles in advertising agencies in New York and all over the country, may get so steeped in the complications of this semi-profession that the really simple, essential thing is forgotten. Advertising is nothing more than communication—communication with a purpose—information selectively directed and persuasively presented. Without information about what one sells, and persuasion in the selling of it, there simply wouldn't be any business.

—C. King Woodbridge, president, Dictaphone Corp., at Assn. of National Advertisers spring meeting.

Ten Costly Minutes

Scottish schoolteachers are asked in an article in the "Scottish Educational Journal" to take active steps on behalf of British comics. The meager permitted output from British publishing houses does not meet the demand for reading of this type. Hence the swing to American comics. Suggested solution is not to decry American comics but to point out that they are bad bargains. The average imported comic costs 6d. to 1s. and can be read, it is said, in ten minutes.

—Advertiser's Weekly, Feb. 14 issue, London, England.

Stimulant

To stimulate action in the classified ad department, the Salt Lake City (Utah) *Deseret News* changed the department's name to "action ads."

—Plus Business, published by Metro Associated Services, New York.

Rough Proofs

Gladys the beautiful receptionist says she sees a certain irritating ingredient in every cigaret except Philip Morris, and she wonders if it could be tobacco.

The *Journal of the American Medical Assn.* reports that smoking damages the vocal cords, and the manufacturers who advertise cigarets to doctors are probably glad these professional men are the strong, silent type.

According to a newspaper promotion ad, a woman is interested in the shape of the world, the shape of the nation, and especially the shape she's in.

Jim Woolf objects to general headlines in advertising copy that don't pick out the specific prospects.

But think how the Starch rating goes up.

A writer in AA says the men who unselfishly devote themselves to association work really profit from it. Their bread on the waters comes back as handsomely frosted cake.

Redbook, the ad says, is read by young men and women who are getting married, building homes, having babies.

But not necessarily in that order.

A New Yorker looking for a connection in the Deep South "has agency know-how with the Southern manners."

A sort of Ben Duffy with a Gawgia accent?

Now that the Canadian dollar is selling at a premium, U. S. tourists are going to miss the fun of getting a fat dividend on their currency when they step over the border.

"Are you a hurried, harried a.e. or ad manager?" asks a classified advertiser willing to help out.

He knows that it's the fellow who's hurried that's harried.

"I save 24 hours a week on the electric work-saving plan," says Cleveland Electric's housewife.

That's the kind of testimony daytime TV advertisers are eager to hear.

L. C. Smith & Corona Type-writers Inc. is featuring the "page gage" in its advertising, hoping the boss will be curious enough to ask his secretary what it's all about.

Maybe Ralph Kiner should invite Tyrus Raymond Cobb to be his guest at the opening of the Pittsburgh Pirates' National League season.

COPY CUB.

**IN PHILADELPHIA, THE NATION'S
3rd MARKET, INDUSTRY IS STILL**

GAINING!

**SHARP & DOHME'S NEW SYNTHETIC
CHEMICALS PLANT IS PART OF THEIR
\$10,000,000 EXPANSION PLAN**

In addition to this new plant to provide basic ingredients for many of Sharp & Dohme's pharmaceutical products, company expansion includes a large, modern waste treatment plant, new \$4,000,000 research laboratories and the recently completed plasma processing laboratories . . . the world's largest!



**BASIC INDUSTRIES IN THE
BIG PHILADELPHIA AREA
ARE EXPANDING AT A RAPID RATE**



**THE INQUIRER, PHILADELPHIA'S
LEADING NEWSPAPER, GROWS
RIGHT ALONG WITH THE CITY**

**THE INQUIRER IS GAINING, TOO—THE
ONLY PHILADELPHIA NEWSPAPER TO
SHOW A GAIN IN 1951!**

With an increase of 875,000 lines in 1951, THE INQUIRER stretched its lead over Philadelphia's second newspaper to 6,735,000 lines...reached a total advertising linage of 36,894,000 in 1951. Today, THE INQUIRER leads in TOTAL, NATIONAL, RETAIL, DEPARTMENT STORE and CLASSIFIED advertising!

Now in its 19th
Consecutive Year of Total
Advertising Leadership
in Philadelphia!



The Philadelphia Inquirer

Philadelphia Prefers The Inquirer

Exclusive Advertising Representatives: ROBERT T. DEVLIN, JR., Empire State Bldg., N.Y.C., Longacre 5-5232; EDWARD J. LYNCH, 20 N. Wacker Drive, Chicago, Andover 3-6270; GEORGE S. DIX, Fenobscot Bldg., Detroit, Woodward 5-7260. West Coast Representatives: FITZPATRICK & CHAMBERLIN, 155 Montgomery St., San Francisco, Garfield 1-7946 • 1127 Wilshire Boulevard, Los Angeles, Michigan 0259

Mr. Francis J. Oelerich says... "Our double page of February 21 in connection with brought us more excitement . . . more dealer tie-ins, and more **OLD MANSE SYRUP** than any we have ever undertaken".

Here Are the Two Facing Pages of OLD MANSE SYRUP That Ran February 21st in the CHICAGO DAILY NEWS

DELICIOUS ...the syrup

PANGAKE DAY February 26
Enjoy Golden Brown Pancakes and Old Manse Syrup on Pancake Day... and Many Days During Lent

OLD MANSE SYRUP
with true maple taste

NOTHING FINER THAN STEAMING HOT PANCAKES AND OLD MANSE SYRUP

Old Manse Syrup makes pancakes doubly delicious... doubly satisfying... fairly set of the world for downright goodness and enjoyment. Serve golden brown pancakes and Old Manse... the syrup with the true maple taste... and give your family the treat of a lifetime. Fine for Pancake Day... and many days during the approaching Lenten season. Wholesome, nourishing and delicious... with Old Manse Syrup.

OTHER TIMELY LENTEN SUGGESTIONS

Old Manse Syrup adds to the enjoyment of many delightful "dishes". Try Old Manse on waffles, corn or rice fritters, french toast, bread, yeast muffins, hot biscuits, fried mush and other favorites. Youngsters love Old Manse on bread and butter... for maple flavored milk shakes and malts... and on ice cream, too. Get Old Manse Syrup from your grocer today... and save enjoying its tangy goodness and true maple taste tonight. At leading food stores everywhere.

LEADING STORES FEATURE OLD MANSE SYRUP

HILLMAN'S
Jewel Food Stores
ROYAL BLUE
MIDWEST
NATIONAL FOOD STORES
SUPER FOOD MARKET
HIGH-LOW FOODS
AP
I.C.A.
PROGRESSIVE SUPER MARKETS
CROWN BRAND
SPU-LITE

THESE AND ALL
100% CERTIFIED
CONDIMENTAL'S
The Fryer

Pancake Day Originated 952 Years Ago!
Widely Celebrated Throughout World Since 13th Century

Old Manse Syrup
12-Oz. Bottle **25c**

OLD MANSE SYRUP
Added Flavor for Pancakes-Waffles
Lge. 12-Oz. Bottle **25c**

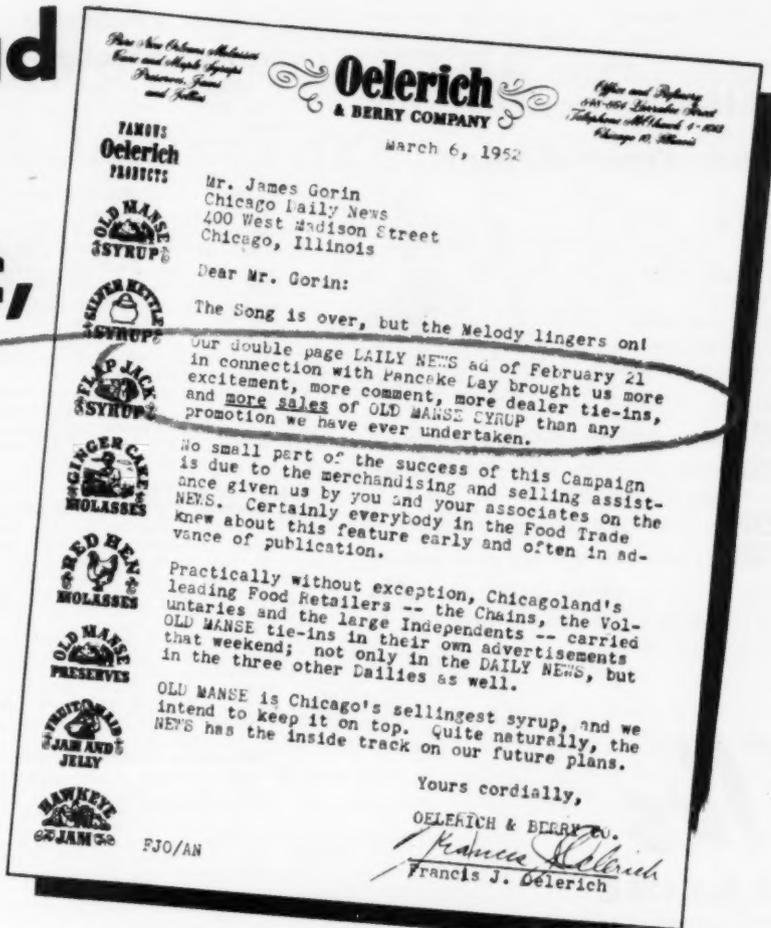
With That Genuine Maple Flavor
OLD MANSE Syrup
Regular Price 59c
Quart Bil. **55c**

Old Manse Syrup qt. Bottle **55c**

CHICAGO
For 77 Years
DAILY NEWS
JOHN S. NIGHT,

DAILY NEWS ad Pancake Day more comment, sales of promotion

All Chicago's Leading Food Retailers — Chains — and Independents **TIED-IN** with this double page promotion in their own newspaper advertising. Only the **CHICAGO DAILY NEWS** **FIRST** in the United States in Food Advertising could have so successfully delivered this terrific **IMPACT** on both sides of the counter for **OLD MANSE SYRUP**.



Mr. Oelerich's Letter to the Chicago Daily News Commenting on the Results of This 2 Page Promotion

Old Manse Syrup 12 oz. bottle 25¢

Old Manse SYRUP 12-OZ. BTL. 27¢

Old Manse TABLE SYRUP Adds Enjoyment to Your Pancakes and Waffles! 12-OZ. BTL. 25¢ Quart BTL. 59¢

Old Manse SYRUP... 12-oz. Bottle 25¢ Quart Bottle 55¢ The delicious syrup with true maple taste!

Pancake & Syrup Sale! OLD MANSE PANCAKE SYRUP 12-OZ. BTL. 27¢ QT. BTL. 59¢

OLD MANSE 12-OZ. Btl. SYRUP 23¢ Quart Bottle 57¢

Old Manse SYRUP 12-Oz. Bot. 27¢

Old Manse Syrup . . . Qt. Btl. 59¢

Typical **TIE-INS** with **OLD MANSE SYRUP** 2 Facing Pages by Chicago's Leading Grocery Advertisers

DAILY NEWS
Chicago's HOME Newspaper
PLAZA: CHICAGO
Publisher

Colman Named Ad Manager
R. E. Colman has been appointed advertising and sales promotion

manager for Thompson & Holmes Ltd., San Francisco wholesale appliance distributor.

Sarasota Publisher to Start New Daily

SARASOTA, FLA., April 8—Starting April 16, the afternoon Sarasota Herald-Tribune will become a morning newspaper and will be replaced by a new afternoon paper, the Sarasota Journal.

David B. Lindsay, publisher of both papers, said the two papers will maintain separate editorial staffs. He cited the large population growth in the Florida city as the reason for his entry into the morning field. The Herald-Tribune will be published every morning, the Journal every afternoon but Saturday, and both will be combined in a Sunday edition.

David B. Lindsay Jr., president of the Florida Daily Newspaper Assn., will be general manager of the two papers, and George Bauer will be business manager.

Glamour Products to Shane

Glamour Products Co., Los Angeles, producer of Vitrex and Ram-A-Zan reducing aids, has appointed Leonard Shane Agency, Los Angeles, to direct its advertising in all media nationally. Previously this account was handled by Dorrance-Waddell, New York, in the East; Barton A. Stebbins Advertising, Los Angeles, in the West, and Tullis Co., Hollywood, which placed the company's radio business.

'Statesman' Promotes Greene

The Statesman, Salem, Ore., has promoted Ray Greene, who joined the ad staff last year, to classified advertising manager. This is a new position. Don Ryan has been appointed to the paper's ad staff. He succeeds Jack Brown, who has resigned to join the executive staff of the Portland Chamber of Commerce.

The Elks audience is a consumer-dealer market

The high ratio of retailers among Elks adds trade paper value to consumer coverage.

for example:

4,831 subscribers are identified men's wear dealers;

3,326 subscribers are identified automotive accessories dealers;

2,372 are identified hardware dealers;

2,875 are identified sporting goods dealers.

These are only four of many kinds of dealers who subscribe to The Elks Magazine in substantial numbers.



THE Elks MAGAZINE

New York • Chicago • Detroit • Los Angeles

Radio Still Dominates THIS RICH MARKET

Radio delivers MORE sets-in-use in the South Bend market than before TV! . . . Hooper Surveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don't sell this rich market short. Wrap it up with WSBT radio.

30 Years on the Air

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Getting Personal

Al Leininger, executive v.p. and ad director of Parents' Magazine, is staging a "monster carnival" at the Drake, Chicago, on April 17 to celebrate the 20th year for **Ed Fryke** and **George Hadlock** as co-managers of Parents' Chicago office. A circus band is lined up for the event, and feature acts are scheduled every half-hour. . .

This month **Arthur H. Crogan**, owner and manager of KOWL, Santa Monica, Cal., is celebrating 25 years in radio. His first association was with KWKW, St. Louis; from there he moved to Toledo, then to Detroit. He's been sole owner of KOWL since two years ago, when he bought Gene Autry's interest. . .

For the third consecutive time, **Rex Buzan**, classified ad manager of the Journal, Portland, Ore., won the Portland Auto Dealers' Sales Managers Club cup for low gross at the annual golf tournament not long ago, giving him permanent possession of the trophy. With the course torn up for installation of a new sprinkler system, he shot 79 on 18 temporary greens. . .

National Export Advertising account executives **Philip Gurvich** and **John Sweeney** are back in New York after tours of Mexico, Latin America and the West Indies. **Willard Hegen**, Compton Advertising v.p., is chairman of the advertising, publishing and entertainment section of the Greater New York Fund's 1952 campaign. . .

William Hedges, National Broadcasting Co. v.p. in charge of integrated services, is a special radio adviser on the staff of the soldier music program for four eastern Army camps. . .



SOUTHBOUND—Charles A. Poole, v.p. in charge of research for Benton & Bowles, New York, and Mrs. Poole brace against the wind on board the Santa Monica before sailing to Venezuela and Colombia.

Shortly before the April 1 retirement of **William T. Meenam** from General Electric Co., close to a hundred friends and associates gathered at Mohawk Golf Club to do him honor. A 32-year GE veteran, for the past 30 years Mr. Meenam has been connected with its broadcasting operation. **R. B. Hanna**, manager of the broadcasting stations department, was toastmaster, and **Chester H. Lang**, v.p. of public relations, was featured speaker. . .

Pvt. Harvey Frauenglass, formerly in the ad department of the Hartford Courant, is now in the public information office, First Division's 48th Anti-Aircraft Artillery Battalion, near Erlanger, Germany. He enlisted in Germany in November, '51, during a European trip. **Rod Maclean**, assistant v.p. and ad director, Union Bank & Trust Co. of Los Angeles, has been elected to a two-year term as a director of the Los Angeles County Tuberculosis & Health Assn. . .



NIGHTLIFE—Chicagoans Harry Collins, president, Collins, Miller & Hutchings, photographer (left), Mrs. Collins and their daughter Pat (second from right), vacationing in Florida, are shown here at the Pavilion restaurant, Ft. Lauderdale supper club. Their guests are Mrs. George Evans and Mr. Evans, head of George Evans Co., Ft. Lauderdale agency.

The New England virus has been very considerate of WEEI, Boston; it has let the station operate at 50% personnel efficiency. During the winter it struck down half the executive staff; with spring's arrival it has invalidated the other half, including **Ray Girardin**, program director; **Charles B. H. Vaill**, sales promotion director; and **Morgan Baker** of the Housewives' Protective League. For Girardin and Vaill it has been a second strike. . .

At a luncheon at the Chemists Club on March 28, 75 members of the New York headquarters of Rheinhold Publishing Corp. helped **William P. Winsor** celebrate his 25th anniversary with the corporation. Mr. Winsor has been with Materials & Methods since it was founded in 1929—two years after he entered Rheinhold's employ. He's been a v.p. of the corporation since 1943 and became publishing director of Materials & Methods in 1947. . .

Ted Arnold, local sales manager of WHBF and WHBF-TV, Rock Island, Ill., has been elected exalted ruler of Rock Island Elks Lodge, No. 980. **Helen G. Laycock**, sales promotion and advertising director of the Fair Store, has been appointed chairman of the promotion and public relations committee of Chicago's State Street Council. It's the first time that the chairmanship has been held by a woman. . .

How Much Has the Metalworking Market Changed in the Last Three Years?

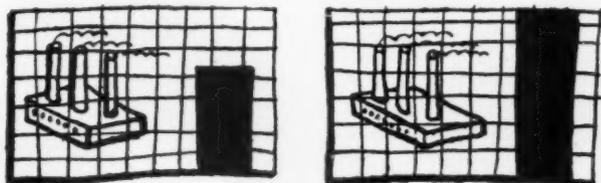
Every market presents a moving target to the advertiser. New plants are built . . . old plants grow and change their operations and products . . . new men are always coming onto the scene to run the plants and make the buying decisions.

But knowing that we face a moving target isn't enough. Unless we have some idea how fast it is moving, we may miss it by a mile.

How fast has America's largest industrial target—the giant metalworking industry—been moving during these recent hectic years? Two studies of Erie, Pennsylvania—one made three years ago and one just completed—shed some light on this problem. In August, 1948, Dun and Bradstreet interviewed the operating heads of every metalworking plant in Erie which employed 50 or more . . . the plants which accounted for over 96% of the city's metalworking production. They gathered a vast amount of data on plant capacity, employment, operations, products, personnel, sales, etc. Here are a few of the changes they found when they went back last fall, just three years later:



There are five new worthwhile sales targets which didn't exist in 1948. Four of these are plants which have grown past the 50 employee mark . . . and there is one new plant which was constructed since the previous study was made.



But that's only part of the story . . . nearly every plant has increased its capacity. The plants which appeared in both the old and new studies report average increases in capacity of 34.2%.

The target in Erie is considerably bigger than it was in 1948. It calls for a bigger selling effort. But whom must we sell? Has there been much of a change in the men who run the metalworking plants? Here is the answer:

26 companies reported no significant changes among the executives responsible for management, production, engineering and purchasing functions.



34 companies reported that new men now occupy one or more of these key positions.



In just three years, 56% of the metalworking buying teams of Erie have undergone changes. Every one of these new teams may present a new selling problem, because the new members may *not know* about your company and your products.

Perhaps the most startling comparison to be found in the Erie study is in the sales figures. Average sales for the companies which answered this question were \$2,147,000 in 1947 . . . but in 1950 the average soared to \$3,167,000 . . . an increase of 47.5%.



What has happened in Erie is just one example of what is happening throughout Metalworking America. The target is moving a great deal faster than most of us realize. Merely maintaining position in this largest of all industrial markets is a big job. To move ahead of competition will require a bigger and better job than ever. Your publication advertising can play an important role in getting your story across where it counts . . . because your better metalworking magazines learned some time ago that the only sure way to hit a moving target is to keep moving with it.

If you would like to know more about the Erie Studies, please write us. We'll be glad to see that the complete report is made available to you.



THE **PENTON** PUBLISHING COMPANY
PENTON BUILDING • CLEVELAND 13, OHIO



Silvercote Starts Consumer Campaign for the First Time

Chicago, April 8—Trailer coach homes will be promoted in the new ad campaign of Silvercote Products Inc., maker of insulation material.

The campaign beginning this summer will stress the comfort of trailer coach living. Silvercote's contribution to this comfort also will be featured. Half-page ads will be taken in *American Legion Magazine*, *American Magazine*, *Collier's*, *Life*, *Look*, *The Saturday Evening Post* and *Successful Farming*.

■ R. C. Peitscher, v.p. of MacDonald-Cook Co., Silvercote's agency, claims "this is the first time a supplier to the industry has engaged in such a comprehensive program to support the end product."

He said the campaign is designed to bring Silvercote's name before the consumer and to build good will in the trailer coach field.

Mr. Peitscher explained that the company previously advertised chiefly in trade publications. As a result, he added, "the actual consumer knew little or nothing about the product, largely because it is hidden from sight."

■ Silvercote, a reflective type of insulation, is used in homes, factories, refrigerated railroad cars and other construction. It has been marketed for 20 years.

During the campaign dealers will be supplied with ad display cards and sales literature.

MacDonald-Cook specializes in the trailer coach industry, handling two other suppliers in addition to Silvercote.

Prepares Photoengraving Book

The American Photoengravers Assn., Chicago, has prepared a 64-page booklet, "The Art of Photoengraving," which will be distributed by the photoengraving industry. Distribution begins about May 1.

Promotes Barton Morris

Barton W. Morris, assistant to the general manager, has been promoted to promotion manager, a newly created post, of the *Times and World-News*, Roanoke, Va. He has also been named secretary of the corporation.

TV Show Goes on Daily Stint

Lever Bros. Co., New York, has extended its TV show, "Hawkins Falls Pop. 6200," to five days a week, Monday-Friday, 3 p.m., EST, over the National Broadcasting Co. network.

Wilson to McCann-Erickson

McCann-Erickson's Caracas, Venezuela, office has been appointed by Wilson Sons & Co., Caracas, to handle the Venezuelan advertising of its paint and construction materials.

Mystik Appoints Miller

William J. Miller, formerly merchandising manager and in charge of direct government sales for Bauer & Black, Chicago, has been appointed special representative for industrial sales of Mystik Adhesive Products, Chicago.

Two Join NBC-TV Sales

Maurice E. McMurray and Thomas A. Wright Jr. have joined the National Broadcasting Co.'s staff as network sales representatives. Mr. McMurray formerly was

with the sales staff of Columbia Broadcasting System's television network. Mr. Wright previously was with Dundes & Frank, New York agency, where he was a v.p. and director of radio and television.

Cincinnati Admen Meet

Cincinnati Industrial Advertisers will sponsor its fourth annual Ohio Valley industrial advertising conference on May 22 at the Netherland Plaza Hotel, Cincinnati.

Minor Heads Merchandising

Jack W. Minor, formerly v.p. and sales manager of Transportation Advertising, Detroit, has been appointed v.p. in charge of merchandising in the Detroit office of Grant Advertising.

Trenton CoC Names Agency

The Trenton Chamber of Commerce has appointed Ecoff & James, Philadelphia, to plan a complete community advertising and public relations program for the Greater Trenton area.



Recent successes of PIONEER Qualatex "Floating Billboard" balloons in introducing beauty products prove again that parents are America's original "Captive Audience." The kids dictate and they buy! There's money in Sonny—and Susie, too! They demand the brands that give

■ premium. Stimulate sales of any product with low-cost PIONEER balloons as package inserts, tie-ons or self-liquidators. Gorgeous colors, printed in non-fading crackless pigments. Our Ad Service Department gives you ideas, samples, imprint information. Write to The PIONEER Rubber Company, 108 Fifth Road, Willard, Ohio.

Guaranteed by Good Housekeeping



Lupton Forms Research Company for Clients

Formation of Public Attitudes Corp., a research organization with offices at 420 Lexington Ave., New York, has been announced by John Mather Lupton. The new company is affiliated with John Mather Lupton Co., advertising agency (AA, Dec. 17, '51).

"Public Attitudes Corp. will expand the scope of our agency operations," Mr. Lupton said, "by providing outside, though closely controlled, research for our pres-

ent clients. It will also be equipped to handle projects for other concerns. Its specialty will be 'qualitative questioning,' or depth inquiries, for business and industry."

Hallack Named PR Director

David A. Hallack, formerly public relations director of the American Legion, department of Michigan, and editor of *The Michigan Legionnaire*, has been appointed public relations director of Zimmer, Keller & Calvert, Detroit agency.

Church Joins KMBC-KFRM

Arthur B. Church Jr., formerly in the sales division of WBBM, Chicago CBS station, has been appointed administrative assistant of KMBC-KFRM, Kansas City. His father, Arthur B. Church, is founder and president of the two stations.

KPHO-TV Raises Ad Rates

KPHO-TV, Phoenix, has raised its advertising rates from \$300 to \$400 per hour and from \$60 to \$80 per minute.

Los Angeles Agencies Merge

Medberry & Barth and Carson-Roberts, both of Los Angeles, have merged. The new agency will be known as Carson-Roberts and maintain its offices at Carson-Roberts' present address at 8811 Alden Dr.

Petchaft Named Chicago Head

Lester Petchaft, secretary, controller and a member of the board, has been appointed manager of the Chicago offices of Esquire Inc.

Promotes Detroit Hotels

Sheraton Corp. of America, Boston hotel chain, has launched a national campaign to promote its two hotels in Detroit. These are the Sheraton Plaza Hotel (formerly the Copley Plaza) and the Sheraton-Cadillac Hotel (formerly the Book Cadillac. Full-page color ads are slated to appear in *Time*, *Newsweek* and *The New Yorker* this month. The campaign will be continued throughout the year with full pages in these magazines plus *U. S. News & World Report*. Batten, Barton, Durstine & Osborn is the agency.

Pushes Warfarin in Canada

Wisconsin Alumni Research Foundation, Chicago, has appointed the Toronto office of McKim Advertising to handle advertising and public relations for its Warfarin. The product is a rodent poison developed by biochemists of the University of Wisconsin. Penick & Co., New York, is under license to manufacture the new product and Kenral Organics Ltd., Toronto, is the Canadian distributor.

off to
the movies
again...
and
he calls it
work

Bosley Crowther is more envied for his job than anyone else on *The Times* staff — except, perhaps, those fortunate men who spy on the Yankees, Giants and Dodgers all summer. Outsiders forget, though, that he doesn't go to the movies for carefree relaxation. A hard and serious worker, Crowther is one of the most widely read and respected film critics in the country.

Crowther has been enjoying movies all his life. But when he emerged from Princeton, in 1928, it was with honors in history rather than histrionics. He joined the staff of *The New York Times* that year as a general assignment reporter and rewrite man.

Not until 1932, when he was made assistant drama editor, did Crowther start going to the theatre professionally. He spent five years covering what Broadway calls the legit. He started covering the movies in 1937, when he became assistant movie editor. Since 1940, when he was named film critic, his audience and his reputation as a reporter and interpreter of the film have steadily grown.

Crowther reviews some 200 of the more than 400 films shown each year in New York. Abe Weiler and Howard Thompson cover the others. Tom Pryor, as resident correspondent, files a daily report from Hollywood. And contributing correspondents all over the world keep *Times* readers informed of what moviemakers outside Hollywood are doing.

To the perceptive moviegoer, its superior coverage of movie news makes reading *The Times* a daily pleasure. To many Hollywood big shots, it is also a daily must. They spend hundreds of dollars a year to get *The Times* every day by air.

Crowther and his staff are experts at covering the movies. *The Times* has experts like them covering every other field of human endeavor. Together, these men and women form the greatest team of news experts in the world. They pool their efforts each day to produce a newspaper that is different from any other. It's alert. It's interesting. It's stimulating. It's more informative than any other source.

★ That's why readers like *The Times*. They get more out of it. That's why advertisers, too, like *The Times*. They also get more out of it. So for 33 consecutive years, they have made *The Times* their leading medium in the world's leading market. There's a lot about *The Times* you ought to know. Let us tell you.



one of a series about the people who make *The New York Times* "America's most distinguished newspaper"

KLX
LEADS ALL
OAKLAND-
SAN FRANCISCO
Independent
RADIO
STATIONS
9
OUT OF
12
HOOPER
PERIODS!

Hooper Share of Audience
May Through September, 1951,
Oakland

KLX

Tribune Tower—Oakland, Calif.
Represented Nationally by
BURN-SMITH COMPANY, INC.

Working Helpers



To help your Marketing Program produce top results — Pictorial Review, as an integral part of each newspaper, delivers all the help each newspaper has to offer.

We ask simply to sit with your Divisional Sales Manager — to learn about your problem and objective so we can tie our service into your plans.

TOOLS



Sales Controls, Commodity Studies, Route Lists, etc. Practical, factual, useable tools for sales and advertising executives — all developed by HAS and Hearst newspapers by actual work in the field.

SALES MEETINGS

For dramatizing "P.R." in your Sales Meetings with your men, distributors, brokers, key dealers, etc., we have "P.R." Editorial Stars on large canvas 6' x 5'.

FOR YOUR SALESMEN

To sell buyers your "P.R." advertising we supply your salesmen with MAGNET brochures for any "P.R." city (in color) 8½" x 11" — containing a breakdown of population in each town and "P.R.'s" circulation.



We supply your salesmen with 14½" by 18" five-color Day Glo sheets dramatizing the "P.R." Star headline show — its Writers and Artists.

COLOR AD AMPLIFICATION

REPRINTS—Since Color Page cost is included in the rate, by using electros you can purchase for selling and display use, Color Reprints on coated stock. (Advertisers used over 294,000 of these last year.) Current cost on request.

BROADSIDES

For dealer use (Dealer Imprint) or for general dealer work — many companies used a 4-Page Newspaper stock broadside — Color Page ad on back, leaving 3 pages of EDITORIAL space for illustrating, methods, manufacturing detail, drawings, etc. (Advertisers used over 5 million of these last year.) Current cost on request.

MAIL

We will mail "P.R." Magnet Brochure with letter re your use of "P.R." on our letterhead (content as approved by you) to key buyers you select in territory we circulate to. (Your only cost is postage.)

MEN

Sixty-five specially trained young men make up our Merchandising Departments. We will make personal calls on key buyers, chains, supers, jobbers, etc., telling the "P.R." Star Show Value — circulation effectiveness — drill in your use of "P.R." — show your copy, etc. (What we say and to whom, under your direction.)

WE RENDER OTHER SERVICES, TOO,

fitted to various local situations in each "P.R." city — the detailing worked out in discussion with you.

Sunday
Pictorial Review

DISTRIBUTED WITH THE SUNDAY ISSUES
OF HEARST NEWSPAPERS IN
THESE TEN MARKETS

**BOSTON • NEW YORK • BALTIMORE
PITTSBURGH • DETROIT • MILWAUKEE
CHICAGO • SEATTLE • LOS ANGELES
SAN FRANCISCO**

**Buy one city — some or all
the choice is yours**

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE



OSU Institute for AM-TV Education Set for April 17-20

COLUMBUS, O., April 9—The annual Institute for Education by Radio-Television will meet at the Deshler-Wallick Hotel here April 17-20.

Held under the auspices of Ohio State University, the conference provides for an airing of views on the educational functions of broadcasting.

The four-day sessions survey not only school type programs but the over-all influence of radio and TV on public opinion.

Among the scheduled speakers are educators from various colleges, broadcasters and government representatives, including Paul Walker, chairman of the Federal Communications Commission.

Kenneth Bartlett, director of the radio and television center at Syracuse University, will be discussion leader at the general sessions.

Almost no talks have been scheduled on non-educational aspects of broadcasting.

'Lifetime Living' Names Ad and Business Managers

Lifetime Living, published by the Christian Herald Assn. (AA, Jan. 28), has placed Warren Thompson Mayers in charge of advertising sales and appointed Frederic Decker as business manager.

Mr. Mayers, until recently oper-



Warren T. Mayers Frederic Decker

ating his own sales and sales counseling organization, was advertising director of *Look*, and prior to that with the National Shelter Group. Mr. Decker has been managing director of *Guideposts* since 1946. Previously he was advertising and sales promotion director of the Soft-Lite Lens Co., New York. *Lifetime Living* bows May 7.

Canada Dry Names Lombard

Lawrence J. Lombard, who joined Canada Dry Ginger Ale Inc., New York, in 1946, has been appointed sales promotion manager of Canada Dry's U. S. license department. Assisted by Harry G. Owen, he will be in charge of coordinating advertising, sales promotion and merchandising for the company's 103 franchise bottlers.

Duralite to de Garmo Inc.

Duralite Plastic Co., New York and Plainfield, N. J., manufacturer of Plastalite harm-proof bridge tables, has appointed de Garmo Inc., New York, to handle its advertising and merchandising.

Chipperfield Named S.M.

Frank L. Chipperfield, formerly media director at Hewitt, Oglivy, Benson & Mather, New York, has been appointed sales manager of Greater Weeklies Associates Inc., New York.

Smiley Heads Research

Howard F. Smiley, an attorney who has been doing surveys and job evaluation studies in the educational field since 1948, has been appointed director of research and assistant to the general manager of Hitchcock Publishing Co., Wheaton, Ill.

Pacific Can to Durstine Inc.

Pacific Can Co., San Francisco, has named Roy S. Durstine Inc., San Francisco, to handle its advertising.

Dewey & Almy Promotes Two

Dewey & Almy Chemical Co., Cambridge, Mass., has elected T. T. Miller, v.p. of sales, to v.p. of marketing. He is succeeded by George W. Blackwood, who has been general sales manager for the past two years.

Appoints MacDonald-Cook

Dixie Foundry Co., Cleveland, Tenn., maker of gas ranges, has appointed MacDonald-Cook, Chicago, to direct its advertising and promotion.

George Named Ad Manager

Chapman Chemical Co., Memphis, maker of wood preservatives and agricultural chemicals, has appointed J. W. George, formerly ad director of Automatic Washer Co., Newton, Ia., manager of advertising and sales promotion.

Joins Peck Advertising

Julius Harburger, formerly on the copy staff of Warwick & Legler, New York, has joined the copy staff of Peck Advertising, New York.

Women Respond



8x10
GENUINE
GLOSSY
PHOTOS
in Quantities
SELL BETTER!

FOR ALL
PURPOSES
Sharp, clear,
crisp! Prompt
Delivery!

COST CHART	
1000	\$65.00
100	8.50
50	5.00
25	3.50
12	2.40
6	1.92

Reproduction necessary
where required \$1.25
additional each subject

PHOTOMATIC CO.

53-59 E. Illinois St., Chicago 11, Illinois
Phone: WH 1044 4-2930

Grocers Sell More Cigarettes in Cartons

NEW YORK, April 8—"Strong advertising emphasis by cigaret manufacturers on the 'buy a carton' theme has created a constantly increasing public demand for cartons," *Chain Store Age* reports in its current grocery executives edition.

"Because of both this demand and a somewhat improved profit

picture in recent months," the report continues, "western chains are now mass-displaying this merchandise at strategic locations."

The magazine reports one large supermarket in Glendale, Cal., makes 80% of its cigaret sales in carton lots. Another store in Bell, Cal., estimates that during week-ends nearly 50% of checkers' suggestions result in carton sales.

To discourage pack pilferage from open displays of cartons, some stores seal carton ends with

cellophane tape. Where cigarets are sold in more than one department, some stores stamp each carton with a code number.

Two Join G. M. Basford Co.

Richard Talmadge and Sam Nuspliger have joined the staff of G. M. Basford Co., New York. Mr. Talmadge formerly headed his own agency and previously was connected with Benton & Bowles and International Nickel Co. Mr. Nuspliger formerly was with Moser & Cotins, Utica, N. Y.

Appoints George Milhoan

George M. Milhoan, formerly with General Motors Acceptance Corp., New York, automobile financing organization, has been appointed assistant district manager in the Chicago office of *Materials & Methods*.

Horn to Renner Advertisers

David A. Horn, formerly advertising manager of *Annals of Internal Medicine*, has joined the publicity department of Renner Advertisers, Philadelphia.

Heiman, Epton and Ertel Form Shelly & Associates

Sheldon M. Heiman, Louis D. Epton and Monte Ertel have formed Shelly & Associates, public relations organization, at 11 E. Superior St., Chicago 11. Mr. Heiman formerly was with Julius Klein, Chicago public relations counselor, and International News Service. Mr. Epton was radio representative for the American Osteopathic Assn. Mr. Ertel previously was a free lance publicist in the entertainment field.

Initial accounts include the Chicago area council of Camp Fire Girls; Sentiments in Sound, a wedding recording service; and Tratt & Tratt, interior decorator.

Visual Media Names Barcus

N. Hinkle Barcus, formerly manager of Ideal Pictures, has been appointed sales manager of Visual Media Inc., New York.

Joseph Gauss Joins Bates

Joseph Gauss, formerly with Donahue & Coe, has joined the art directors' staff of Ted Bates & Co., New York.

to SERVICE

... and Service means Sales!

SPRING is official in Chicago with the arrival of the Herald-American's colorful Spring Fashion Issue, a smart preview of new spring modes as exhilarating as Spring itself. It's another welcome service to Chicago's fashion-conscious women who know the Herald-American as Chicago's No. 1 reader-service newspaper.

Opening with a crisp, multi-colored title page, the annual Spring Fashion Issue is a complete, authentic guide of what's new and available in the fashion world. The impact of this dramatic Spring preview is reflected in its thorough representation of Chicago's leading apparel merchants.

Every leading department store and Chicago's smartest apparel shops and specialty stores select the Spring Fashion Issue to tell their story of spring merchandise to well over a half-million Herald-American families.

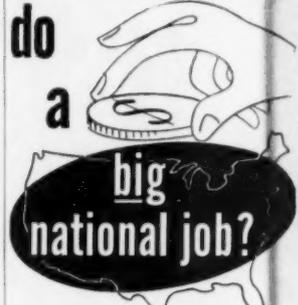
Like the Spring Fashion Issue, Herald-American reader-service is designed to bring practical, worth-while buying information to Chicago women. It's a service that assures you a responsive, appreciative audience. It's a service that makes sales for you.

If what you sell goes into the home, your advertising belongs in Chicago's top reader-service newspaper,

Chicago Herald-American

NATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE

How can I make a small budget



It's often true that a business advertiser's field expands way beyond his ad budget.

Is that *your* problem, too? There's a solution - use The Wall Street Journal.

Here is the largest national circulation of any daily publication in the U. S. A. The Wall Street Journal has a tremendous influence on its over 227,000 subscribers. It covers all 48 states and is especially concentrated in the areas where business is most active and does the most buying.

And with all these advantages - it has rates that still permit you to do a big job with a modest budget. Pick up a copy of The Journal and notice how even small-space ads have a lot of see-power. That means sales-power!

Among The Journal's "success stories" are many having to do with advertisers who have the same problems you have. Ask for this information today. Just call or write



Published at:
NEW YORK
 44 Broad
DALLAS
 911 Young
CHICAGO
 12 E. Grand Ave.
SAN FRANCISCO
 415 Bush

R&R Moves St. Paul Office

Ruthrauff & Ryan's St. Paul office has moved to 2650 University Ave.

COUPON THE WEST AT LOW COST IN JUNE
SEE PAGE 84

(ADVERTISEMENT)

Jefferds Joins Walt Disney

Vincent Jefferds, formerly v.p. of Times Square Stores, has joined the character merchandising division of Walt Disney Productions Inc., New York. He will coordinate advertising tie-ins with "Peter Pan," Disney's forthcoming full-length cartoon production.

Appoints Mahlon Glascock

Mahlon Glascock, formerly sales manager of WRC, Washington, has been appointed an account executive for Ehrlick & Merrick, Washington agency.

Collier Elected a V. P.

Forrest L. Collier Jr. has been elected a v.p. of Bennett Advertising Inc., High Point, N. C. Mr. Collier joined Bennett-Evans, Charlotte division of Bennett-Advertising Inc., in July, 1950.

Better Business Bureau Eyes Home Storage of TV Sets and Appliances with Cool Look

NEW YORK, April 8—The Better Business Bureau last week cast an unfriendly eye toward retailers who have been promising people \$1 a week to store a television set.

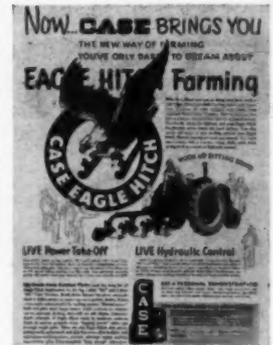
Bedford Stores has been making this offer on behalf of Philco and General Electric receivers, explaining that such home storage is the simplest way of solving the bulging warehouse problem. Announcements were carried over WVNJ, Newark.

After making the storage pitch, the disc jockey suggested that there will be nothing to keep people from hooking up the sets and

turning them on while they are taking up living room space.

The same type of come-on has been used for Emerson and Westinghouse TV sets over WMCA, New York, by another retail chain, Sunset Appliance Stores. This week Sunset started making an identical offer for automatic washing machines without naming the brand.

The bureau objected to this appeal on the grounds that "it is in no sense a bona fide storage offer but a device to get a TV set or appliance into the prospective customer's home on a trial basis for

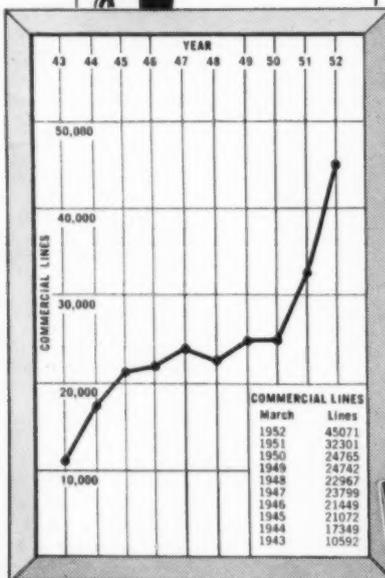


FARM REVOLUTION—J. I. Case Co. is placing page ads like this in 33 state and national farm publications during April and May to promote its Eagle hitch lift and live power take-off. (AA, April 7.)

BIGGEST MONTH

in a Quarter of a Century

The Ruralist goes over the top again—with the biggest month in a quarter of a century and a gain of 39.5% over the March lineage in 1951! That means 45,071 lines in March this year against 32,301 lines in March 1951—a total of 116 pages. We're continuing the trend started 25 years ago!



STATISTICAL PICTURE shows you how Missouri Ruralist lineage is soaring upward . . . proof that Missouri Ruralist sells the goods!

100 Leading Advertisers in March MISSOURI RURALIST

- | | | |
|-------------------------|-------------------------------|--------------------------|
| A. C. Spark Plugs | Fleischmann's Dry Yeast | Pay Way Feeds |
| Albers Milling Co. | Ford Motor (Trucks) | Peerless Pumps |
| Allis-Chalmers Co. | Goodyear Tires | Phillips Pet. (Phligas) |
| Amer. Corriedale Assn. | Granite City Steel | Phillips Pet. (Oil) |
| Amer. Hereford Assn. | Great Lakes Steel | Pioneer Hybrid Corn |
| Amer. Liquid Gas Corp. | H. D. Hudson Mfg. | Prince Albert Tobacco |
| Armour Fertilizer Works | International Harvester | Procter & Gamble |
| Booster Buck Mfg. Co. | Internat'l. Harvester (Refr.) | Propane Motor Fuel |
| Burch Plow Works | James Mfg. Co. | Quaker Oats Co. |
| Butler Mfg. Co. | Johnson Gear & Mfg. | Ralston Purina |
| J. I. Case Co. | Kelly Ryan Equip. | Red Star Yeast |
| Caterpillar Tractor Co. | Keystone Steel & Wire | Rite-Way Prod. Co. |
| The Char-Lynn Co. | Knapheide Mfg. Co. | Dr. Salsbury's Labs. |
| Chevrolet Motor Co. | Knoedler Mrs., Inc. | Schrieber Mills, Inc. |
| Coleman Company | Lederle Labs. | Servel Company |
| Comfort Equipment Co. | Lipscob Seed Co. | Shell Chem. Corp. |
| Conkey Company | M. F. A. Plant Foods | Sinclair Co. |
| Consolidated Prods. | Ed. F. Mangetsdori & Bra. | Sally Oil Co. |
| Consumers Coop. Assn. | Maquoketa Co. | Socony-Vacuum Oil |
| Continental Oil Co. | Massey-Harris Co. | Spencer Chem. Co. |
| Cook's Paint Co. | Matheson Chem. Co. | Square Deal Ins. |
| Cornell Seed Co. | Eari May Seed Co. | Standard Oil Co. |
| H. C. Davis Sons' | Minneapolis-Moline | Sunbeam Corp. |
| Dearborn Farm Equip. | Mo. Farm Bureau | Temco, Inc. |
| John Deere Co. | Mo. LP-Gas Dealers | Thomson Phosphate |
| De Kalb Hybrids | Moorman Mfg. Co. | Thurston Chem. Co. |
| Empire Stove Co. | Morton Salt Co. | Uregas Company |
| Farm Bureau Service | E. Myers Lye Corp. | Va. Carolina Chem. |
| Farmers Mut. Hail Ins. | Nat'l. Tile Silo | Walker Remedy Co. |
| Harry Ferguson, Inc. | New Idea Farm Equip. | Western Beet Sugar Prod. |
| A. T. Ferrell & Co. | Nitragin Co., Inc. | Westinghouse Elec. |
| Firestone Tires | Oelwein Chem. Co. | Wilke Prod. Co. |
| | Oshkosh B'Gosh | Wyatt Mfg. Co. |
| | Pay-U Labs., Inc. | W. F. Young (Absorbine) |



Missouri Ruralist

"We Live in Missouri . . . We Ought to Know!"
Published by Copper Publications
Editorial Office, Fayette, Mo. Business Office, Topeka, Kan.

the purpose of inducing a sale. If the person 'storing' the set or appliance refuses to purchase the item within a few days, it is promptly removed and 'stored' elsewhere."

For this reason the BBB asked the stations and advertisers to discontinue the use of this type of copy. Bedford Stores immediately complied with the request, the bureau reported.

However, Sunset Appliance, at week's end, was still broadcasting the storage offer for washing machines.

While condemning this gimmick, the bureau made it clear that it does not frown on "additional inducements in home trial offers, provided the home trial is bona fide and is properly described as such in advertising."

Visking Promotes Franks

Visking Corp., Chicago, maker of synthetic sausage casings, is conducting a promotion for skinless frankfurters. The campaign kicks off in *Life* on April 28, to be followed by ads in Sunday comic sections of 89 newspapers. *Family Circle*, *Woman's Day* and six trade publications will be used later. Theme of the promotion is "When you buy a pound you serve a pound." Weiss & Geller, Chicago, is the agency.

Two Join 'Distribution Age'

James B. Ash, formerly with the *Record*, Coatesville, Pa., and the *Intelligencer-Journal*, Lancaster, Pa., has been appointed assistant editor of *Distribution Age*. Hiram Roberts, formerly with Sawyer-Ferguson-Walker Co., publishers' representative, has been named advertising representative in the central states, with headquarters in Cleveland.

Drives for Thermoswitch

An expanded advertising program has been scheduled for 1952 by Fenwal Inc., Ashland, Mass., maker of thermostats and other temperature control and detection devices. Publications will be used in the aviation, design, electrical, safety and institutional fields. James Thomas Chirurg Co., Boston, is the agency.

Joins Kaufman & Associates

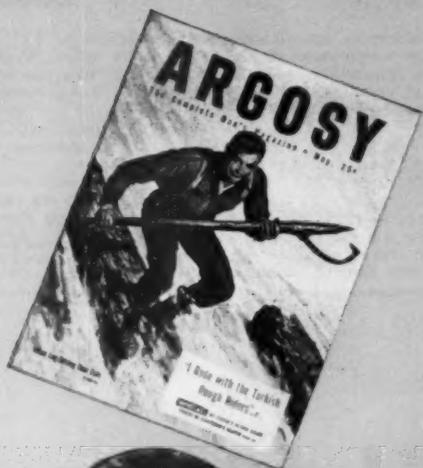
Mrs. Edna S. Snyder, formerly copy supervisor at Lennen & Mitchell, New York, has joined the creative staff of Henry J. Kaufman & Associates, Washington. In her new capacity she will write specialized consumer copy for some of the agency's key accounts.

Hungerford Retires from Bell

E. V. Hungerford, general advertising manager for Southern Bell Telephone Co., Atlanta, has retired from the company after 46 years. He has been advertising manager for the past 17 years.

Names VanSant, Dugdala

National Geographic Magazine has appointed VanSant, Dugdala & Co., Baltimore, to handle its advertising.



**GIANT
ECONOMY
PACKAGE**

Men's magazines have grown to over a mammoth 2 million audience, the great, new jumbo-sized market. And ARGOSY is the heavyweight of the herd... with a 426% circulation gain in 5 years, the greatest absolute copy gain of any monthly, men's or general. Advertisers are having a circus buying ARGOSY... 178 new customers last year, 51 newcomers on the books thus far this year.

Fred Barren, BBDO Media Director says... "I've just seen the new ARGOSY film, Circulation Trends and the Man Market. It's a genuine contribution to evaluating per-capita media and markets. If you get a chance, see it." F. S. - Tell us when, and we'll be glad to put this film on for you and your associates. Contact ARGOSY, 205 E. 42nd St., New York 17, N. Y., or 333 N. Michigan Ave., Chicago 1, Ill.

1951 Canadian Census Can Be Valuable to Marketers, Marshall Tells Montreal Adclub

MONTREAL, April 8—Intelligent use of the new 1951 Canadian census can lead to better marketing methods, Herbert Marshall of the Dominion Bureau of Statistics told a recent conference of the Advertising and Sales Executives Club of Montreal.

Since 1941, when the last census was taken, "the occupations of the people show a changed pattern," Mr. Marshall said. "More and more people have become urban, to the loss of the rural areas."

"Farms have become more highly mechanized and tend to fall into two classes: those small enough to be managed by the family without hired help and those run on a large scale with much mechanization."

■ Apart from census data, the speaker reminded his audience that the Bureau of Statistics has a great variety of data which can assist advertisers in Canada where "you have to advertise when there have been such important shifts in population as between provinces... at a time when industrialization has taken a long step forward..."

"Manufacturers of certain types of women's clothing will be interested in analyzing population figures by age and sex. A shoe manufacturer will be interested in tables showing the number of children according to age and sex... Other examples are magazines with specialized appeal, and toys. Such data should also be some guide to the establishment of advertising and sales quotas," he suggested.

■ Mr. Marshall warned that, while the 1951 census will show a continued decline in farm population, this does not mean that the farm market is less important today than it was in 1941.

"On the contrary," he said, "there is a richer farm market today than ever before, thanks to record farm income."

Specific instances in which the census has helped marketers of certain commodities include a case in which the number of stenographers listed in the census was used to estimate the market for typewriter ribbons, he said. And figures on the distribution of earn-

ings have guided wallpaper manufacturers in determining the grade of products to suit the markets in different parts of the country, he added.

■ Another valuable source of data is the decennial Census of Distribution, Mr. Marshall said. This reveals such valuable merchant-

dising facts as the changeover from grocery stores and specialty food stores to combination stores, and increase in the variety of goods sold in drugstores, and the rise of beauty parlors.

Other available data include annual surveys of acreage seedings, which show the intentions of farmers as to harvesting operations, and weekly cold storage statistics giving details of stocks on hand.

Mr. Marshall also referred to a

report on "National Accounts," which shows that, on a per capita basis, Canadians consumed 38% more goods and services in 1950 than in 1928.

■ The new census reveals that the sexes are now closer numerically than at any time since the first census was taken. The 1951 ratio of 102 men to 100 women showed a sharp decline from the 1941 ratio of 105 to 100.

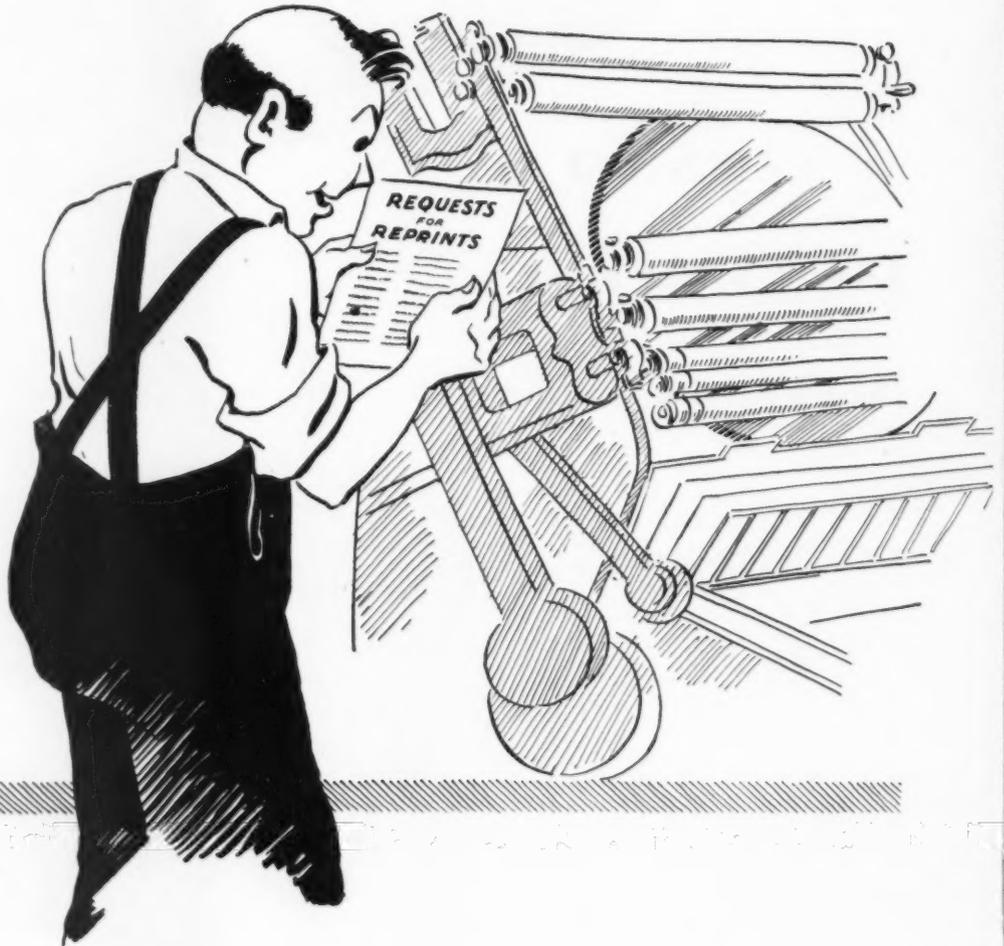
Females have swelled their

ranks by 1,314,437 since the '41 census, whereas men have boosted their numbers by only 1,153,873. Total population of Canada, per the new census is 14,009,429, compared with 11,506,655 in 1941.

Here are the total numbers of males and females, respectively, in each province. The figures for 1941 are shown in parentheses:

Prince Edward Island: 80,218—48,211 (49,228—45,819); Nova Scotia: 224,955—317,629 (296,044—281,918); New Brunswick: 259,211—258,486 (234,097—223,304); Quebec: 2,022,127—2,033,554 (1,672,932—1,658,900);

They keep making





WOW
Omaha

• 590 KC
• 5000 WATTS
• N B C
AFFILIATE

A MEMPHIS STATION
ROOM 280 — INSURANCE BUILDING
REPRESENTED BY JOHN BLAIR & CO.

Ontario: 2,314,176—2,283,372 (1,821,201—1,866,454); Manitoba: 384,818—381,723 (379,079—351,665); Saskatchewan: 434,566—397,199 (477,563—419,429); Alberta: 492,192—447,309 (426,488—389,711); British Columbia: 596,961—568,249 (433,031—382,830); Yukon and Northwest Territories: 14,510—10,590 (9,853—7,098); Newfoundland: 185,165—175,273 (figures for 1941 not available).

Freiberger Adds TV Dept.

Curt Freiberger & Co., Denver agency, has added a television department to its present operating facilities.

Lesly Co. Promotes Catlin

Elizabeth D. Catlin, executive director of the New York office of Philip Lesly Co., public relations organization, has been promoted to v.p. in charge of the New York office.

Cleaver-Brooks Boosts Holtz

Harold F. Holtz, advertising and marketing manager, has been promoted to sales manager of the boiler division of Cleaver-Brooks Co., Milwaukee, maker of heating equipment.

Mosely Heads New Mail Firm

James M. Mosely, mail order consultant and for 16 years head of Mosely Selective List Service, Boston, has been elected president of its successor, Mosely Mail Order List Service. Other officers elected are M. M. O'Leary, executive v.p. and director; S. A. Cyr, treasurer and director; Maxwell Miller, for six years assistant to the president of the former company, v.p.; E. A. Romani, production manager, and M. A. Flynn, assistant to Mr. Romani.

Stern Bros. Names Carney

Stern Bros., New York, has named Hugh Carney director of research and methods. For the past three years Mr. Carney has been assistant to the president in charge of merchandise control and planning.

Names Simmonds & Simmonds

Chicago Forging & Mfg. Co. has appointed Simmonds & Simmonds, Chicago, to direct advertising on the Varley accumulator, a new type of auto storage battery.

us repeat ourselves!

By "they" we mean people who keep asking for reprints of Chilton articles, features, and editorials. We are glad to oblige.

Readers, advertisers, and advertising agencies are quick to recognize the timeliness and authenticity of what they find in Chilton publications. So they use hundreds of thousands of reprints to make the most of what Chilton editors have to say about production, distribution, marketing, merchandising, economics, etc.

Yes, people keep asking us to repeat ourselves. And this expression of confidence proves that Chilton publications provide the ideal atmosphere for advertising the products and services needed in the fields Chilton serves.



Chestnut and 56th Streets
Philadelphia 39, Pa.

100 E. 42nd Street
New York 17, N. Y.

THE IRON AGE • HARDWARE AGE • MOTOR AGE • COMMERCIAL CAR JOURNAL
HARDWARE WORLD • DEPARTMENT STORE ECONOMIST • BOOT & SHOE RECORDER
THE OPTICAL JOURNAL AND REVIEW OF OPTOMETRY • THE JEWELERS' CIRCULAR-KEystone
AUTOMOTIVE INDUSTRIES • THE SPECTATOR • DISTRIBUTION AGE



afraid
to
Jump?

Don't be... Pontiac helps hundreds of busy executives and production men take that important first step every year! We handle the art work, photography, typography, color process, photo-engraving and electrotyping every day and have for the past 40 years. Something no one else can say! Let us tell you more about this unique service to the advertising profession. Call or write for further information.

6 UNIFIED SERVICES

COLOR PROCESS ENGRAVINGS

ART WORK

PHOTOGRAPHY

TYPOGRAPHY

ELECTROTYPING

PONTIAC
Engraving and
Electrotype Co.

812 W. VAN BUREN STREET
NA ymarket 1-1000 • Chicago 7, Illinois



Non-TSWG families
spend an average of

\$114.86*

a month in food stores

*Food supplement to
the Cincinnati Study.

TRUE STORY

MACFADDEN PUBLICATIONS, INC. • 205 EAST 42nd STREET • NEW YORK 17



TRUE STORY WOMEN'S GROUP delivers maximum coverage and impact in the great wage-earner market—largest market for consumer goods in our economy today!

TSWG families average

\$117.67*

...an annual TSWG grocery bill of **11 billion** dollars!

**IT PAYS TO START YOUR
MEDIA LIST WITH TSWG**

Women's Group

OFFICES: CHICAGO • SAN FRANCISCO

Wholesale Grocers Urged to Tie In on Ad Campaigns

CHICAGO, April 8—Get grocers to use point of sale material while it's "hot" and while it has a definite sales purpose.

Thomas J. Raser, director of grocery merchandising for *Ladies' Home Journal*, urged this last week on members of the National American Wholesale Grocers' Assn. The wholesalers met here for the association's first management forum.

"Get retailers to clean house. Get them to take down every piece of advertising and display material except the ones for a current sale," he said. "Then each week provide them with fresh material.

■ "When you succeed in doing this you will find orders coming more easily. When you have something to say about display space in all the good stores you serve, you will be in a strong position."

John C. Holme, director of marketing for Associated Independent Canners, told the group that there are four forces of related item promotion. They are (1) exciting recipes, (2) repeated consumer selling messages, (3) in-store materials carefully designed, and (4) sales forces that supplement the efforts.

■ He pointed out that grocers are offered promotional material for nationally advertised related items about six times a week.

There are from 65,000,000 to 70,000,000 cases of canned peas and corn sold yearly, he said, 75% of which is sold under controlled label brands. However, only the nationally advertised brands have in recent years increased their sales, the marketing man asserted.

He urged the wholesalers to get their share of the market by taking advantage of tie-in promotions and food publicity. His group, he said, cooperates with the Can Manufacturers Institute, producers of related food products and allied industries in advertising and merchandising efforts. In line with each promotion, he said, material is made available to wholesalers and retailers.

During May, Mr. Holme told the group, Pet Milk Co. and the can institute will feature a creamed

chicken and pea recipe in a special tie-in campaign. TV and radio commercials plus a four-color page in a women's service magazine will be used. Posters and merchandising aids will be offered to retailers. He urged that the group tie in their pea brands with the campaign.

Bloch Promotes Ted Haines

Ted Haines has been promoted to production manager of Adolph L. Bloch Advertising, Portland, Ore. He joined the agency in 1950.

Aichlmays Appointed S.M.

L. F. Aichlmays, assistant sales manager in Spokane and eastern Washington for the last four years, has been promoted to sales manager of the grocery products division of Centennial Flouring Mills Co., Seattle. He succeeds the late W. A. Kaufmann.

WPJB Names Taylor Co.

WPJB, Providence ABC outlet, owned by the *Providence Journal*, has appointed O. L. Taylor Co. to represent it nationally.

Chase Appointed Ike Adviser

Howard Chase, director of public relations for General Foods Corp., New York, has been appointed fulltime consultant to the national Citizens-for-Eisenhower campaign. He has taken a leave of absence from GF.

Downs to Armstrong Rubber

William Downs, formerly with Grant Advertising, has been appointed field sales promotion manager of Armstrong Rubber Co., New Haven.

Brown Joins Portland Chamber

Jack R. Brown, formerly with the advertising department of the *Oregon Statesman*, Salem, has been named assistant manager of the Portland, Ore., Chamber of Commerce convention bureau.

Freewax Appoints Agency

Freewax Corp., Tallahassee, Fla., has appointed Liller, Neal & Battle, Atlanta, Ga., to handle advertising for Freewax, a new product which shines floors and kills insects in one operation.

How does METRO get 35 million readers every Sunday?

IT'S IMPOSSIBLE for Houston people to resist a feature like this in Houston's Metro magazine (*Houston Chronicle*). People like best what they know best. They like to see themselves in

print—they like to see their neighbors, their civic projects, their home town. Mighty METRO—across the country—brings local stories to its readers as no other national magazine can!



Mighty Metro—with the world's largest magazine audience—is an advertising medium composed of 28 Sunday Magazine Sections, each of which is individually owned, edited and distributed by a leading American newspaper. These newspapers are:

ATLANTA *Journal-Constitution*
BALTIMORE *Sun*
BOSTON *Globe and/or Herald*
BUFFALO *Courier-Express*
CHICAGO *Tribune*
CINCINNATI *Enquirer*
CLEVELAND *Plain Dealer*

DES MOINES *Register*
DETROIT *News and/or Free Press*
HOUSTON *Chronicle*
INDIANAPOLIS *Star*
LOS ANGELES *Times*
MILWAUKEE *Journal*

MINNEAPOLIS *Tribune*
NEW ORLEANS *Times-Picayune & States*
NEW YORK *News*
PHILADELPHIA *Inquirer*
PITTSBURGH *Press*
PROVIDENCE *Journal*

ST. LOUIS *Globe-Democrat and/or Post-Dispatch*
ST. PAUL *Pioneer Press*
SEATTLE *Times*
SPRINGFIELD *Republican*
SYRACUSE *Post-Standard*
WASHINGTON *Star*

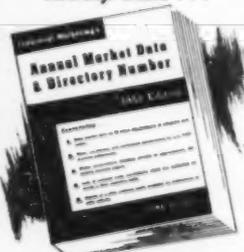
Metro Group Editorial Bureau (New York) . . . Murray Hill 7-5200

METROPOLITAN SUNDAY NEWSPAPERS, INC. • Sales Offices for Metro Magazines and Metro Comics . . . NEW YORK: Murray Hill 7-5200
CHICAGO: Whitehall 4-2280 • DETROIT: Trinity 2-2090 • SAN FRANCISCO: Garfield 1-7946 • LOS ANGELES: Michigan 0259

For Basic Data
on the

85 IMPORTANT
INDUSTRIAL AND
TRADE MARKETS

and the business papers
serving them . . .



Refer First to the

1952 MARKET DATA &
DIRECTORY NUMBER

Industrial Marketing

200 E. ILLINOIS ST. • CHICAGO 11, ILL.

Barcolene Starts Campaign

Barcolene Co., Boston, is introducing Play, a new washing product, via two-color large space newspaper ads throughout New England. The campaign will be supplemented by outdoor, sampling and coupon promotions. Ingalls-Minter, Boston, is the agency.

Forms Industrial Agency

Harold Schor, formerly associate editor of *Product Engineering*, and more recently with Rog-

ers Publishing Co., New York, has opened a new industrial promotion agency at 19 W. 44th St., New York 36. Known as Tech-Industry Service, the agency will specialize in industrial public relations and advertising.

Chittick Co. Adds Four

Walter S. Chittick Co., Philadelphia, has been appointed to direct advertising for Home Building and Loan Assn.; Penn Treaty Bldg. Assn.; Unity Building and Loan Assn., and Mortgage Centre, all of Philadelphia.

Inflation Campaign Continues

The Advertising Council, New York, has begun the second phase of a fight inflation campaign launched a year ago. "Stop this wage-price leapfrog" is the slogan in the new campaign which will use newspapers, car cards, three-sheet posters and radio. Dancer-Fitzgerald-Sample, New York, is the volunteer agency.

GE Promotes R. Dail Moore

R. Dail Moore, coordinator of the jet engine parts department of the

major appliance division, has been promoted to marketing manager of the room cooler department of General Electric. The department recently was transferred from the air conditioning division at Bloomfield, N. J., to the major appliance division with headquarters in Louisville, Ky.

Nosworthy Joins Robert Otto

George Nosworthy, formerly with William Becker Studios Inc., New York, has joined the art department of Robert Otto & Co., New York.

Johnson & Johnson Schedules a 'New Products Parade'

New Brunswick, N. J., April 8 —A "new products parade" promotion has been launched by Johnson & Johnson, using "The Kate Smith Show" (NBC-TV) and color pages in *American Magazine*, *Collier's*, *Life*, *Look*, *The Saturday Evening Post* and *Woman's Home Companion*.

J&J started its "new products parade" last fall with Band-Aid plastic strips. Now, there's also Red Cross adhesive tape and plastic tape, a line of plastic strips in two widths, and assorted Band-Aid plastic dressings.

The company is offering retailers a window banner, store pennants and a self-service counter merchandiser that carries a picture of Kate Smith.

Young & Rubicam, New York, is the agency.

Gair Buys American Coating

Robert Gair Co., New York, has bought American Coating Mills division of Owens-Illinois Glass Co., Toledo. Net sales of the division in 1951 were reported in excess of \$20,000,000. The business will be carried on by American Coating Mills Corp., a new wholly owned Gair subsidiary, with its main office in Chicago. The purchase price was not disclosed.

Vick Elects Waters V. P.

Richard D. Waters, assistant general manager of Vick Products division, Vick Chemical Co., New York, has been appointed v. p. of that division. Mr. Waters has been with Vick since 1936 and in his present post since 1948. For the last two years his duties have included responsibility for the division's new product development and marketing program.

Nothing interests people like themselves!

THE WORLD'S largest circulation figure would have little value for an advertiser if the circulation were not converted into readers.

Mighty METRO has the world's largest magazine circulation — more than 14,000,000! And here's the important thing: it converts circulation into readers in a way that no other national magazine can — 35,000,000 readers every Sunday!

Look at it this way. If you lived in Houston, for instance, wouldn't you be more interested in seeing pictures of Houston children, in reading articles about Houston schools, in answering quizzes about Houston landmarks than you'd be in their counterparts in other parts of the country? Sure you would!

And only METRO — of all the mass magazines — can publish these local stories consistently, for only Metro is individually edited in leading cities across America.

Each editor knows the people in his area, knows what interests them, knows what's going on. And he tailors his magazine to those interests. So world affairs, national events get a local slant. The story about Korea has a local boy in it. The picture article about baseball covers the local team. The profile of an unusual personality is a

profile of a local personality.

It's one-plus-one arithmetic to figure out why people read Metro from cover to cover each Sunday and to see why, in every recent study of Sunday readership, Mighty METRO has come out on top. The most a magazine can do for you is to get its readers to read from cover to cover. And that's precisely what Metro does — with more readers than any other weekly or Sunday magazine can offer!

Metro is part and parcel of the Nation's leading Sunday newspapers, the Number One paper in city after city, the paper you would use on one-paper schedules. It is a part of each Community — friendly, personal, neighborly. Statistically, Metro reaches 50%-100% of the people in more than 500 cities of over 10,000 population — it blankets the areas where two-thirds of all U. S. retail sales are made.

And on a per dollar basis, you can get up to three times the readership for your ads in Metro that you can get in other magazines!

Make Mighty METRO your Sunday Basic Buy — for in Metro you can reach more people, get closer to them and sell them more readily than you will in any other magazine.

OVER 14 MILLION CIRCULATION!



NOTHING SELLS PEOPLE LIKE METRO

LOVE!

... it's wonderful!

... we've been going steady with seasoned national and local advertisers for over 18 years, so we're inclined to agree. Make a date with KFYZ to cover the agriculturally wealthy North Dakota market.

KFYZ
BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

This Week in Washington . . .

Keogh-McGuire Bills Meet and Merge

By STANLEY E. COHEN
Washington Editor

WASHINGTON, April 10—Rival fair trade lobbies have buried the hatchet, and are asking Congress to rush legislation forcing retailers to respect price maintenance contracts.

The fair trade drive began gathering force soon after the Supreme Court ruled last year that existing laws do not apply to a retailer unless he actually signs a price agreement with the manufacturer. The American Fair Trade Council—which speaks for appliances and a variety of other industries—got remedial legislation sponsored by Rep. Eugene Keogh (D., N. Y.) approved by the House judiciary committee (H. R. 6367). The National Assn. of Retail Druggists insisted on a different approach—H. R. 5767, the McGuire bill, endorsed by the House interstate commerce committee.

Run-of-the-mill congressmen, caught in the crossfire, became annoyed. House Speaker Sam Rayburn (D., Tex.) flatly refused to bring fair trade to the floor "until after the Easter recess."

Last week the lobbies had a peace conference. They entered into a signed compact and issued a communique instructing Congress that they have united behind a mixture which—for the sake of good feeling—is called "the McGuire bill with Keogh amendment."

"In assuring your constituents of your active support of the McGuire bill with the Keogh amendment," the American Fair Trade Council wrote House members, "you may be confident that your position will soon be understood and that it will not offend either your constituents in the drug industry or the much greater number of your constituents in the diversified industries represented by this council."

The State Department's Voice of America is having money trouble again. It is before the Senate appropriations committee, trying to salvage \$25,000,000 of operating funds and \$20,500,000 of capital investments which were clipped off by House members this week.

Though the House action left

Voice with as much money as it has this year, there seems to be some merit in the appeal. For one thing, Voice must absorb new expenses, including a Japanese information program formerly financed by the Army.

Voice's strongest talking point, however, is that its increased budget had been endorsed by the House appropriations committee. The increase was granted. Rep. John Rooney (D., N. Y.) said, after independent investigators found that Voice was doing a much better job.

In the House debate, Rep. Rooney accused foes of fiddling while Rome burned. Its foes cited no facts against the Voice—not even a single "atrocious" script. But when noses were counted, it was 160 for Nero; 109 for the Voice.

The National Production Authority has come up with a survey assuring us that there are no shortages of consumer durable goods. The survey, made in February, covers 37 low and medium-price items in 10 cities and is supposed to enable NPA to channel materials into durables which are in short supply.

Low-price radios, 17" TV sets and automatic washing machines were in "inadequate" supply in about 13% of the stores. Aside



COOKS' APPEAL—Fire-King ovenware is being pushed by Anchor Hocking Glass Corp., Lancaster, O., with full-color ads like this in Family Circle, Good Housekeeping, Life, Woman's Day, and Woman's Home Companion, as well as Sunday magazine sections. Grey Advertising Agency handles the account.

from that, NPA found few complaints.

Senate interstate commerce committee Chairman Ed Johnson (D., Colo.) finally lost his patience. For 44 months, he was Horatio at the bridge, protecting the Federal Communications Commission from the onslaughts of senators who considered the TV freeze a personal devil, devised to deprive their constituents of the blessings of the new miracle.

Repeatedly, FCC gave Johnson unfreeze "deadline" dates, only to let him down. Last week, when FCC Chairman Paul Walker promised the "unfreeze" by April 16, Johnson said, "I intend to hold him to his word. Unless the freeze comes off this time, I'll have legislation to take it off."

Note: Johnson not only protected FCC from congressional pressure but went to bat for extra funds to speed processing of TV applications.

The Senate small business committee's report, "Newsprint for Tomorrow," is a unique document. The report itself, including the observations about the role of tax and postal laws in encouraging "extravagant" use of advertising (AA, April 7), takes only 12 printed pages. The appendix, reproducing the comments of literally hundreds of publishers, associations and

manufacturers, covers 226 pages.

Several publishers pinned part of the blame for newsprint shortages on low advertising rates. Here are the ideas submitted by F. W. Danner, president, Danner Press, Akron:

"There are undoubtedly millions of newspaper returns throughout the country from papers sold on consignment. Many of the dealers order papers they hope to sell; if they do not sell them, there is a considerable amount of newsprint wasted.

"We receive two newspapers at our home—we need one. There must be thousands of homes that receive two or more newspapers. Each address should receive only one newspaper.

"No newspaper should appear for sale on newsstands over 50 miles from its place of printing. . .

"Newspapers should be purveyors of news—nothing else. There is no reason why they should carry magazine features (or sections) or comics, either in black daily or in colors on Sunday. These several features should be offered on newsstands, separate and detached from newspapers. The sale thereof should be a separate item. They should sell under their own power the same as other magazines, and not be forced onto people who do not want them. . .

"No advertiser should be permitted over four pages of newspaper space in any edition of a newspaper. This would give help to the small merchant. As it is now, stores which run 4, 6, 8, 10 and 12 pages simply dominate the paper, and smother the small merchant's quarter or half page.

"No newsprint should be permitted to be offered or purchased or moved in the U. S. for more than the Canadian contract price. . ."

Corey, Petcavage Join Bates

Thomas J. Corey and Albert J. Petcavage, both formerly with Batten, Barton, Durstine & Osborn, New York, have joined the media department of Ted Bates & Co., New York, as space buyer and time buyer, respectively.

Names Wilbur Advertising

The freight division of Standard Fruit & Steamship Co., New Orleans, has switched its advertising account from Dundon Associates to Wm. Wilbur Advertising, New York.

use this pretesting lab for new sales ideas

Whatever your new program . . . have it evaluated by over-the-counter sales . . . before you ask Management to O.K. it for national use.

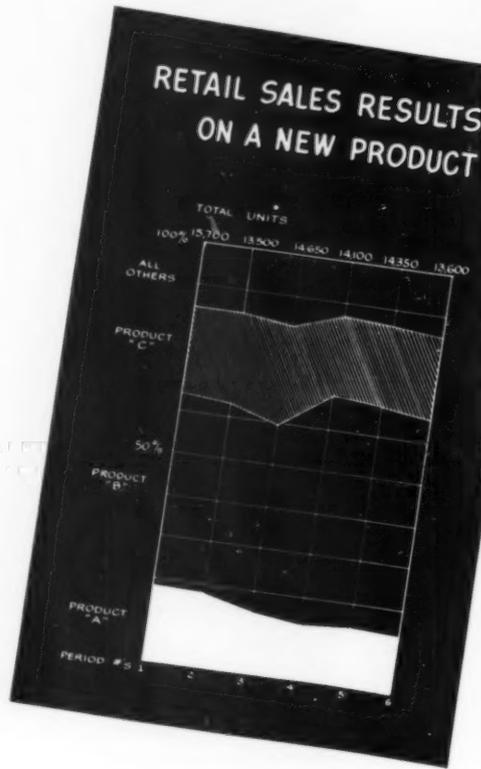
There's a pretesting laboratory to get the answers you need.

For years leading grocery and drug advertisers have been using Burgoyne store panels. In three, five or seven test cities . . . they determine the probability of success of new products, new prices, new promotions, new advertising.

Among the Burgoyne test markets . . . northeast, east, southeast, middle west and plains . . . you will find recognized test cities where your representation is effective . . . where you and your advertising agency can check the research methods on the spot.

Today's fast-changing market makes it wise to use the monthly-audit-figures from Burgoyne to find out where you stand competitively now.

If you really want dependable research, write Burgoyne.



The sales manager for Product A showed the above Burgoyne Chart to his Management . . . a large part of sales in the promotion period was retained in the sixth period . . . they OK'd the program!

BURGOYNE Grocery & Drug Index
1705 FIRST NATIONAL BANK BLDG. • CINCINNATI 2



Test your copy while testing your products in the NATIONAL MARKETS. Find out if your copy "Clicks" and if your item attracts national popularity. You can do this at minimum cost in

today's health

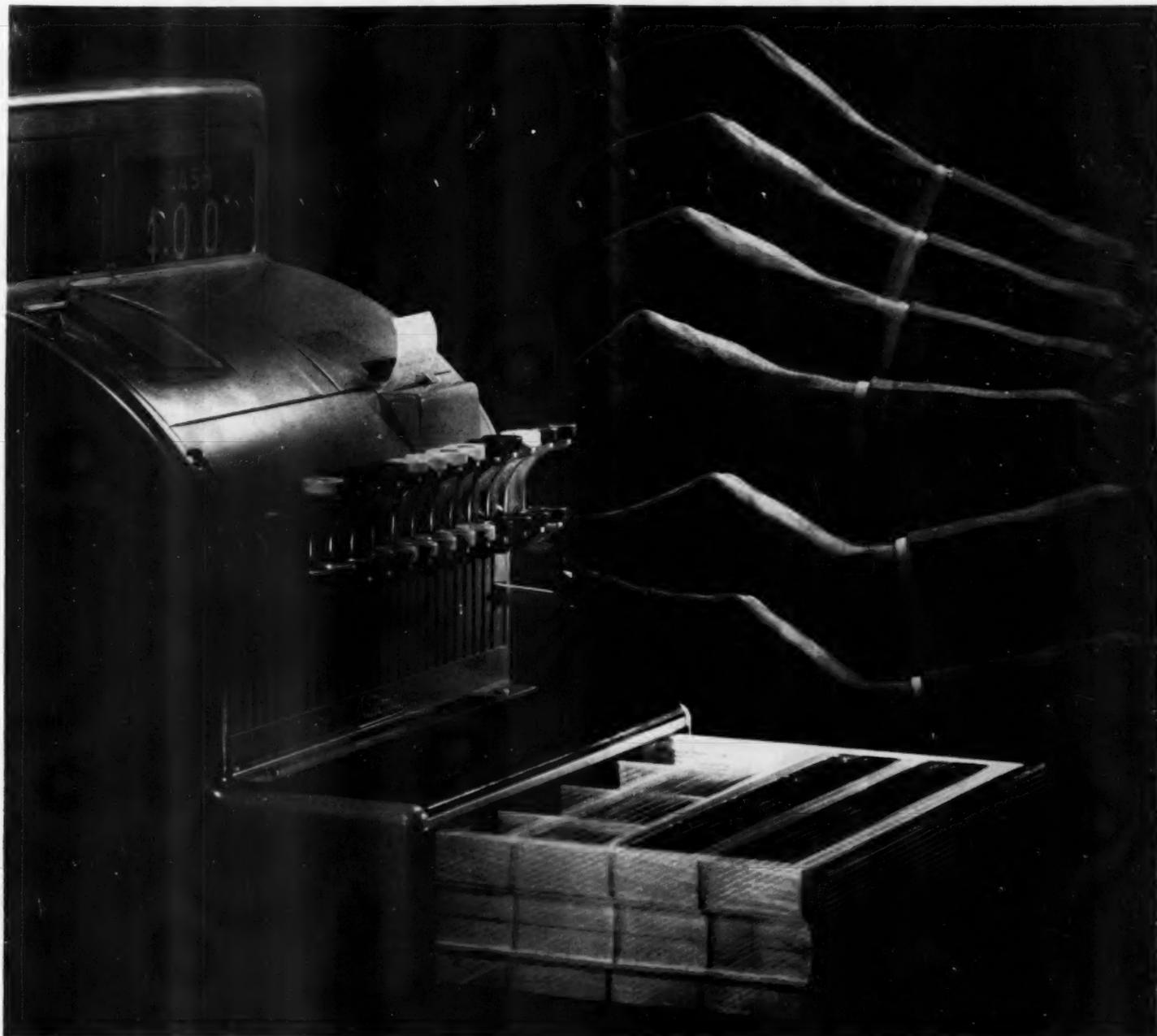
The Health Magazine of The American Medical Association

With over a quarter-million subscribers Today's Health has approximately 4,000,000 readers—and the 12 time rate is only \$615.00 per black and white page. Worth investigating.

Write, wire or phone for complete information.

today's health | 535 No. Dearborn Street—Phone Whitehall 4-1500 Chicago 10, Ill.

For buy-it-now action in Washington, D.C. ...



....do your strongest selling job in *The Star*—

Cash register case histories: In the annual NRDGA newspaper advertising contest, two Washington retailers, dominant *Star* advertisers, were awarded national prizes for merchandising ads "judged primarily by results." An **exclusive** *Star* page won first place for Julius Garfinckel & Co. for exceptional volume for their Debutante Shop. A dominant *Star* schedule for Lansburgh & Bro., which "beat yesterday" by 22.5% for participating departments, won fourth place. **Like these *Star* users,** you can get more cash register action with a dominant schedule in the dominant *Star*.

1852 A Century of Leadership 1952

The Washington Star

Evening and Sunday Morning Editions

Represented nationally by: O'Mara and Ormsbee, Inc., 420 Lexington Ave., NYC 17; The John E. Lutz Co., Tribune Tower, Chicago 11.

Better Living

new guarantee

1,800,000^{} up up*

*New annual monthly average circulation guarantee starting September.



up

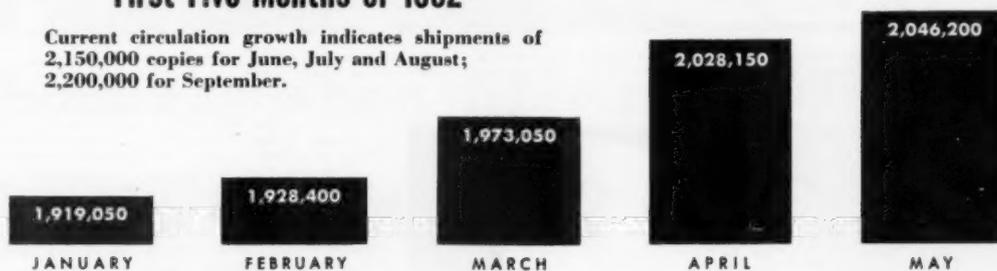
up

up



BETTER LIVING Magazine First Five Months of 1952*

Current circulation growth indicates shipments of 2,150,000 copies for June, July and August; 2,200,000 for September.

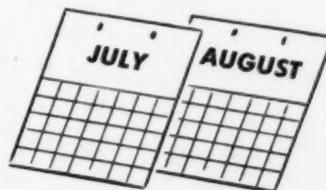


*copies shipped to distributors

Your Best Buy This Summer

Better Living is sold in 46 states where your brands are bought —over the check-out counters of over 4,000 big-store super markets.

Current guaranteed net paid monthly average 1,500,000. July and August shipments are set at 2,150,000. There is still time to place your order for advertising in these large-bonus summer issues.



Sponsored by Super Market Institute • Backed by McCall Corporation

PHONE: New York, MUrray Hill 6-4600 • Chicago, DElaware 7-2357
San Francisco, YUkon 6-6341 • Los Angeles, DUmkirk 8-6134



FOUR A'S OFFICERS—New officers and directors of the American Assn. of Advertising Agencies posed for this formal picture at the Four A's annual meeting in White Sulphur Springs, W. Va., a week ago. Left to right, seated: E. E. Sylvestre, Knox Reeves Advertising, Minneapolis; Carl K. Tester, Philip J. Meany Co., Los Angeles; John M. Willem, Leo Burnett Co., Chicago; George Link Jr., Four A's legal counsel; Harold Cabot, Harold Cabot & Co., Boston, secretary-treasurer; John P. Cunningham, Cunningham & Walsh, New York, chairman; Henry M. Stevens, J. Walter Thompson Co., New York, vice-chairman; Marion Harper Jr., McCann-Erickson, New York; J. Paul Hoag, Hoag & Provandie, Boston; Robert E. Grove, Ketchum, Mac-

Leod & Grove, Pittsburgh; Dan W. Lindsey Jr., Lindsey & Co., Richmond, and Clifford Fitzgerald, Dancer-Fitzgerald-Sample, New York. Standing: Earle Ludgin, Earle Ludgin & Co., Chicago; Gordon E. Hyde, Federal Advertising Agency, New York; Henry G. Little, Campbell-Ewald Co., Detroit; William R. Baker Jr., Benton & Bowles, New York; Frederic R. Gamble, who was reelected president of the association; Louis N. Brockway, Young & Rubicam, New York, retiring chairman; Fairfax M. Cane, Foote, Cone & Belding, Chicago, who is retiring as chairman of the advisory council, and Elliott E. Potter, Young & Rubicam, Detroit.



WHITE SULPHUR SERIES—Delegates who were caught by the camera at the 34th annual meeting of the American Assn. of Advertising Agencies in White Sulphur Springs, W. Va. (from left): (1) Herb Fox and Carl Geigerich, Cunningham & Walsh; Charles H. Devlin, Joseph R. Gerber Co.; A. E. Morgan, Richard

A. Foley Advertising Agency, and Wesley M. Ecoff, Ecoff & James. (2) Joel H. Squier, Sutherland-Abbott; J. Davis Danforth, Batten, Barton, Durstine & Osborn, and Kenneth R. Sutherland, Sutherland-Abbott. (3) Warren A. Humphrey, Erwin, Wasey & Co.; Roy Schwarz, Fitzgerald Advertising Agency; Arthur Rippey, Arthur G. Rippey & Co., and Dan Watts, Watts, Payne-Advertising. (4) Harold H. Webber, A. E. Rood and Robert F. Carney, all of Foote, Cone & Belding. (5) Ward H. Olmsted, Olmsted & Foley; John C. Morse, Dan B. Miner Co.; James B. Wilson, D'Arcy Advertising Co., and James Henderson, Henderson Advertising. (6) Herbert A. Vitral, Grey Advertising Agency; C. A. Pooler, Benton & Bowles; Lyndon O. Brown, Dancer-Fitzgerald-Sample; and Frederick B. Manchee, Batten, Barton, Durstine & Osborn. (7) Erwin D. Canham, Christian Science Monitor; Louis N. Brockway, Young & Rubicam, and Wesley I. Nunn, Standard Oil of Indiana. (8) Oakleigh R. French, Oakleigh R. French & Associates; Alex M. Miller, Canadian Assn. of Advertising Agencies; Harold Bugbee, Walter B. Snow & Staff; Herbert S. Lenz, J. D. Tarcher & Co., and Dan W. Lindsey Jr., Lindsey & Co.

No. 1 of a series

THE REPLY-O-LETTER
150 W. 22nd St., N.Y. 11, N.Y.

NEW YORK
MICHIGAN
CHICAGO

YES... I would

J. J. Kent
1234 River Rd.
Hometown, U. S. A.

Properly used, direct mail puts salesmen in a selling position, in front of people who can—and do—buy. One of the country's outstanding users of direct-mail-to-aid-salesmen is

Remington Rand

...and it is more than a coincidence that they use Reply-O-Letter, have used it since 1937.

Here's one example: a timely release to a selected list of Electronic Engineers offering a Manual on record-keeping requirements for CMP brought in 344 replies — better than 17%.

Others such as the New York Times, Air Reduction, Procter & Gamble, New York Life, Random House also are customers of long standing.

Their immediate aims may differ. But when they want inquiries, orders, or answers to questionnaires, the country's top advertisers turn to Reply-O-Letter.

We'll gladly send you samples and a copy of our booklet, "IT WAS ANSWERS HE WANTED."

Sincerely,
The Reply-O-Letter

THE REPLY CARD (or envelope) IS "IN" THE LETTER

Phone nearest sales office—or write
REPLY-O-LETTER
150 W. 22nd St.
N.Y. 11, N.Y.

Four Join 'Time' Sales

Huntley Bennett, Harry R. Davis, Spencer W. Earnshaw and Dan M. Rugg Jr. have joined the advertising sales staff of *Time*, New York. Mr. Bennett was previously with Conde Nast publications for two years. Mr. Davis returns to *Time* from an 18-month military leave. Mr. Earnshaw was with Street & Smith for four years and Mr. Rugg formerly was with U.S. Industrial Chemicals Inc., New York.

Dyer Rejoins Watts, Payne

Don Dyer has rejoined Watts, Payne Advertising, Tulsa and Dallas, as an account executive. Mr. Dyer left the agency in October, 1950, to serve in Korea with the 24th Division. The agency also has elected Benton Ferguson a member of the board and promoted Mrs. Betty Boyd to traffic manager.

Blacklight Porcelain Signs Out

Vitralume Signs, Chicago, maker of porcelain enameled signs, is now offering porcelain enameled signs which use blacklight illumination. The company claims this is the first time such an effect has been offered in porcelain signs.

Muller Joins KBIG, Catalina

Robert Wayne Muller, an account executive with KIEV, Glendale, Cal., for the past five years, has been appointed an account executive with KBIG, Catalina, Cal. He will make his headquarters in Hollywood.

Appoints Ayres Co. Rep

William A. Ayres Co., San Francisco, has been appointed West Coast representative for Frosted Food Field.

CBS-Columbia Names DiRado

George DiRado, formerly with Raytheon Mfg. Co., Waltham, Mass., has been appointed assistant to the president of CBS-Columbia Inc., New York. He succeeds Mort Barron, who has been promoted to assistant sales manager.

WISN Names Peck Manager

Harry D. Peck, formerly v.p. and manager of WDGY, Minneapolis, has been appointed manager of WISN, Milwaukee CBS affiliate.



What happens when **LIFE** hits **CHICAGO?**

If you wanted to explain to a foreigner why America's system of free enterprise works so well, you would only have to show him Chicago.

For no matter what you call her—"Capital of the Midwest" or "Hog Butcher of the World"—Chicago, perhaps more than any other city, displays the restless spirit that energizes American living... and the bold genius that generates American industry.

This is why Chicago is one of the greatest industrial areas in America, leading all others in the production of so many things... from meat to machinery... from radios to railroad equipment, distributing America's goods everywhere... from New Mexico to New York... from Texas to Tennessee.

Chicago's dynamic qualities reflect the tremendous initiative and enterprise of her more than five million citizens. And because **LIFE**, week after week, matches their vigor and vitality, more Chicagoans



MAYOR Martin H. Kennelly: "LIFE keeps Chicagoans abreast of significant national and international events." Over half of all people in Chicago's market area read LIFE.*

read LIFE than read any other magazine published today.

In city after city, town after town, village after village, you could see similar examples of LIFE's powerful impact... for LIFE has become an integral part of the commerce and culture, the entertainment and enlightenment of more than half of all Americans over the age of 10.

Knowing the impact of LIFE on every city in the nation, America's manufacturers for the last 5 years have invested more advertising dollars in LIFE than in any other publication, more than for cost of time on any radio or television network.

*From *A Study of the Accumulative Audience of LIFE*, by Alfred Politz Research, Inc. This study measures the number of people who read a single issue of LIFE (23,950,000 Americans), and reveals how this audience grows in the course of thirteen issues to a total of 62,600,000 different people, age ten and over.



EDUCATOR Herold C. Hunt, general superintendent of Chicago Schools: "I am particularly appreciative of LIFE's concern for improving American Educational Standards." 77% of all college-educated Americans are LIFE readers.*



EDITOR Clem Lane of the *Chicago Daily News*: "A Chicago newspaperman would know—even if he hadn't seen the story—when LIFE does a story about our area. The added interest of our own readers would tell us about it."

CONTINUED ON NEXT PAGE

LIFE AFFECTS THE WAY PEOPLE LIVE...



BALLET DANCER Ruth Ann Koesun who appeared on LIFE's cover: "Kids still appear outside my stage door with 'my' LIFE cover for me to autograph. LIFE gave my career a tremendous boost. I still feel the effects of it." Miss Koesun is one of over 17 million women, 20 to 45, who read LIFE.*



FERGUSON TRIPLETS appeared in LIFE article on the "Chicago Triplet Club." Said Mrs. David Ferguson, children's mother: "The reaction our Triplet Club received from the LIFE story was simply amazing. We received letters from triplet mothers all over the world. Some of them wanted an honorary membership, others wanted information about starting their own club. Still others offered financial aid to other triplet mothers, or wanted aid for themselves."



NEWSPAPER MAN James McGuire, the reporter in "Northside 777": "Years after LIFE told my story, I'm still receiving letters that start: 'We saw your picture in LIFE...' People really remember what they see in LIFE."



SCHOOLGIRL Nancy Weber, who was in LIFE's "Educational Issue": "Our school—New Trier High—received letters and visitors from practically every state in the Union." 62% of school-aged children are LIFE readers.*



DIRECTOR Marlin Perkins of the Lincoln Park Zoo: "Following both LIFE's story on Bushman's illness and LIFE's story on his death and subsequent mounting, there were decided upswings in attendance at the zoo." In Chicago's metropolitan area are over two million people who read LIFE.*



RESTAURATEUR Matt Schullen: "After LIFE showed my restaurant and card tricks, my restaurant became so popular and so crowded that if I had had any more customers the place would have been condemned by law."



HANDBALL HEAD Bob Kendler: "LIFE's article on handball gave the game a stimulus it never had before. LIFE got literally thousands more people playing handball, and new handball courts sprang up everywhere."

LIFE AFFECTS THE WAY GOODS SELL...



PRESIDENT Bruce MacLeish of Carson Pirie Scott & Co.: "Because LIFE is read by so many people, it is a faithful mirror of the public's interest. So by watching LIFE carefully each week, we can better serve our many customers."



CHAIRMAN Hughston McBain of Marshall Field & Company: "Millions of Chicagoans and travelers will visit Marshall Field's this year during our Centennial Anniversary—and, like our customers, most of them will be readers of LIFE."



UNDER THE CLOCK at Marshall Field's pass the millions of people who shop in the Midwest's largest market place, Chicago's State Street. In LIFE's audience are 62,600,000 different Americans, including two-thirds of all those in middle and upper economic groups."



PRESIDENT Leo Burnett of the advertising agency by the same name: "I always get a kick out of the number of progressive companies here in Chicago and in the Midwest that are geared to selling their products in the pages of LIFE."



PRESIDENT Fairfax M. Cone of Foote, Cone & Belding: "Because LIFE appeals to people in every city, village and hamlet, advertising in LIFE becomes local—with enormous impact." A single issue of LIFE has 23,950,000 readers.*

LIFE AFFECTS THE WAY INDUSTRIES OPERATE...



STOCKYARD SCENE symbolizes Chicago as meat-packing center. Says Mr. Wesley Hardenbergh, president of American Meat Institute: "When LIFE ran the recent article 'How to Save Money When Buying Meat,' packers from all over the country wrote us for reprints."



"**SANTE FE CHIEF**" is one of the many passenger trains daily departing from Chicago, the hub of the nation's railroad system. Says Santa Fe System's President F. G. Gurley:

"Like America's vital network of railroads, LIFE, each week, links every American city, town, and village with one another through their citizens' mutual interest in its pages."



BORG-WARNER CORP. Pres. Roy C. Ingersoll: "Because LIFE has news impact, we try to publish advertising in LIFE with the same kind of punch."



PABST BLUE RIBBON Vice president Forrest L. Frazer: "LIFE is a weekly Blue Ribbon event, a quality product relished by many Americans."



STOCK EXCHANGE Chairman Homer P. Hargrave: "LIFE is the 'super salesman' to millions who buy stock to show faith in free enterprise."

Maintenance Deck
for the world's biggest warplane

The Maintenance
for its roofing and siding

REYNOLDS ALUMINUM INDUSTRIAL CORRUGATED

GLYCERINE

IMPORTANT FOR BDDOS...

...IMPORTANT FOR NATIONAL DEFENSE!

GLYCERINE PRODUCERS' ASSN.

Faster production like this when you do the job with MX saves man-power... today's free-cutting screw stock!

U.S.S.

You're looking at an IDEA that Makes Space Work Overtime

YOU CAN BE SURE... IF IT'S Westinghouse

GARDNER

4 ways to improve operation of any disc grinder

GARDNER MACHINE COMPANY

ONLY FIGHTS ALL SIZES

THE MODERN STYLE IS

INDUSTRIAL AWARD WINNERS—Six advertisers and their agencies were presented with first award plaques April 8 by Associated Business Publications for the most effective use of industrial advertising. Winning entries in the various divisions are (left to right): (1) Advertising of construction materials—Reynolds Metals Co. through Buchanan & Co. (2) Advertising of primary and process materials—Glycerine Producers' Assn. through G. M. Basford Co. (3) Advertising of fabricating parts and materials, containers

and packing supplies—United States Steel Co. through Batten, Barton, Durstine & Osborn. (4) Advertising of machinery and equipment—Westinghouse Electric Corp. through Fuller & Smith & Ross. (5) Advertising of operating and maintenance parts and materials—Gardner Machine Co. through Beaumont, Heller & Sperling. (6) Advertising of services, institutional advertising, etc.—Tile Council of America through Fuller & Smith & Ross.

20 Industrial Advertisers Win 24 ABP Awards

BOSTON, April 8—Twenty advertisers and their agencies received 24 awards for distinguished business paper advertising today in the 10th annual industrial advertising contest sponsored by Associated Business Publications.

The awards were presented by Arnold Friedman, ABP chairman and president of *Chain Store Age*, at a joint luncheon meeting of ABP, Boston Technical Advertisers Assn. and the Advertising Club of Boston.

J. F. Apsey Jr., president of National Industrial Advertisers Assn. and advertising manager of Black & Decker Mfg. Co., principal speaker at the meeting, urged management to give the advertising department its proper place in the organization and to take it off the "allowance" basis.

■ Award winners in the ABP industrial advertising contest were selected from more than 500 entries by a committee of executives from advertising agencies and industry in New England. Harold Bugbee, president of Walter H. Snow & Staff, headed the committee. First award winners in each division are:

Division 1 (advertising of construction materials): Reynolds Metals Co., Louisville; agency, Buchanan & Co., New York.

Division 2 (advertising of primary and process materials): Glycerine Producers' Assn., New York; agency, G. M. Basford Co., New York.

Division 3 (advertising of fabricating parts and materials): United States Steel Co., Pittsburgh; agency, Batten, Barton, Durstine & Osborn, Pittsburgh.

Division 4 (advertising of machinery and equipment): Westinghouse Electric Corp., Mansfield, O.; agency, Fuller & Smith & Ross, Cleveland.

Division 5 (advertising of operating and maintenance parts and materials): Gardner Machine Co., Beloit, Wis.; agency, Beaumont, Heller & Sperling, Reading, Pa.

Division 6 (advertising of services, institutional advertising, etc.): Tile Council of America, New York; agency, F&S&R, New York.

■ Summarizing his recommendations in six points, Mr. Apsey said: "1. Management should appreciate the importance of advertising as a productive sales tool, and be willing to devote adequate funds, appropriate with advertising's ability to produce.

"2. Management should recognize advertising's ability to influence and cultivate markets, and should consult with the advertising department when planning to enter a new market, introduce a new product or establish a new

price schedule.

"3. Management should cooperate with advertising in rendering a correct interpretation of policies within its own organization, among its distributors and with the public.

■ "4. Management should recognize the true function of advertising and not attempt to load the department with extraneous duties which detract from its ability to do creative promotional work.

"5. Management should retain an open mind on the use of new ideas, new media and new approaches to the main job of advertising—that of representing the company and its products to a vast, cosmopolitan market.

"6. Management should develop a thorough understanding of the ability and responsibility of advertising to render a productive service to the organization. Advertising is as vital to the life and growth of a business as engineering, production, sales, finance, and management itself. It is entitled to full membership in the family circle of those who determine the activities which advertising must interpret. In short, management, to get full value from advertising must admit that advertising is no longer a minor dependent, but a full-grown, wage-earning, bread-winning member of the family."

■ Commenting on the antagonism to advertising in some quarters, Mr. Apsey mentioned a resolution passed by NIAA last June based on the idea that advertising should

make concerted efforts to develop more understanding in Washington toward the economic value of advertising.

"Industrial advertising was specifically challenged to undertake this program," Mr. Apsey said. "But industrial advertising does not stand clear and clean by itself in the minds of most government leaders. We're in the same tub with every other element of public propaganda, and we sink or swim, the worst with the best together.

"We claim, and justly so in a majority of cases, that advertising broadens markets, reduces selling costs, supports greater production, and raises the standards of American living.

■ "But how long will our claim for broader markets and increased production stand up against such campaigns as the 'quick-change' jobs being done in the cigaret field? Here is a large, costly and very conspicuous segment of advertising effort, and it certainly does little to justify the lofty ideals which we try to persuade critics are framed on the walls of every ad manager, copywriter and agency executive.

"Jim Woolf," Mr. Apsey pointed out, "winds up his recent 'Sacred Cow' article in ADVERTISING AGE with this statement: 'I want advertising kept clean and honest and worthy of the respect of my friends and neighbors, because I believe that honor and respectability are advertising's most priceless ingredients.'"

Merit award winners and agencies preparing the campaigns in each division include:

Division 1: Pittsburgh Plate Glass Co., by BBDO; Pittsburgh Steel Products Co., by Bond & Starr; United States Steel Co., by BBDO.

Division 2: E. I. du Pont de Nemours & Co., by BBDO; Koppers Co., by BBDO; Norda Essentil Oil & Chemical Co., by Fred Gardner Co.

Division 3: Armstrong Cork Co., by BBDO; Standard Products Co., by F&S&R; Wheeling Corrugating Co., by Cunningham & Walsh.

Division 4: General Electric Co., by Basford; R. G. Le Tourneau Inc., by Andrews Agency; Rockwell Mfg. Co., by Marsteller, Gebhardt & Reed.

Division 5: Armstrong Cork Co., by BBDO; Burndy Engineering Co., by Ben Sackheim Inc.; E. I. du Pont de Nemours & Co., by BBDO.

Division 6: Borden Co. (chemical division) by James Thomas Chirurg Co.; Reynolds Metals Co., by Buchanan; Sandos Chemical Works, by James Thomas Chirurg Co.

NBC Gives Smith New Post

Carleton D. Smith, who has been v.p. in charge of station relations for the National Broadcasting Co., New York, has been named director of operations for owned-and-operated stations. This division is headed by V.P. James M. Gaines. Though no official announcement has been made, the top post in station relations (AA, March 17) is expected to go to Harry Banister, who has left WWJ and WWJ-TV, Detroit, to join NBC.

Tobey Gets Three Accounts

Fred Tobey Associates, New York, has been appointed to handle advertising for John Matouk & Co., New York, linens importer; J. G. Furniture Co., and Delbeau Inc., New York, French imported blouses and lingerie. Business and consumer magazines and direct mail will be used.

*If you're proud
of your 1951 advertising
enter it in the '52*

C F A C

You may win one of Chicago's most coveted advertising awards. The Chicago Federated Advertising Club 10th Annual Awards Competition is open to every advertiser, agency, radio and television producer . . . every printer, lithographer, engraver, art studio and typographer in the Chicago area. Perhaps your work is among Chicago's best. Pick your classifications now and get your entries in this week.

CLOSING DATE 5 P.M., APRIL 25—All entries should be sent to Chicago Federated Advertising Club, 139 North Clark Street, Chicago 2. For further information or entry blanks, phone Franklin 2-4288.

40 awards
in **9** major classifications
and several secret awards.

A Magazines (general)—including supplements

1. Product selling campaign—Color
2. Product selling campaign—B&W
3. Institutional campaign—Color
4. Institutional campaign—B&W

B Magazines (industrial and business)

1. Product selling campaign—Color
2. Product selling campaign—B&W
3. Institutional campaign—Color
4. Institutional campaign—B&W

AWARDS

C Farm publications

1. Product selling campaign—Color
2. Product selling campaign—B&W
3. Institutional campaign—Color
4. Institutional campaign—B&W

D Newspapers (national and regional)

1. Nat'l or regional campaign, institutional
2. Nat'l or regional campaign, product selling
 - a. Over 400 lines
 - b. 400 lines or less
3. Local campaign, institutional
4. Local campaign, product selling
 - a. Over 400 lines
 - b. 400 lines or less

E Outdoor and transportation

1. Poster campaign—24-sheet
2. Poster campaign—3-sheet or less
3. Painted boards and spectaculars
4. Car cards

F Direct mail

1. Single mailing piece
2. Mail campaign
3. Catalogs and external house organs
4. Booklets and brochures
5. Annual reports

G Point of purchase

1. Window displays, temporary
Window displays, permanent
2. Counter displays, temporary
Counter displays, permanent
3. Other temporary displays
4. Permanent displays
5. Traveling exhibits

H Radio (separate awards for local and network entries)

1. Programs—Drama, variety, music, audience participation, juvenile, disc jockeys, etc.
2. Special features—Sports, public service, women's shows, news, veteran's shows, etc.
3. Commercial announcements, including station breaks.
4. New program created during the year.

I Television (separate awards for local and network entries)

1. Programs—Drama, variety, music, news, juvenile, audience participation, sports, etc.
2. Commercial announcements, including station breaks—live and film.
3. New program created during the year.

How Climactic Can You Get?

Electric Auto-Lite, 11 Auto Makers Stage Big Climax to Paris Promotion

NEW YORK, April 8—Electric Auto-Lite Co. climaxed promotion of its automobile parts in spectacular fashion here on April 1.

Using its regular "Suspense" time (9:30-10 p.m. EST), the Toledo company sent out over the CBS television network a special automobile show.

Headlined by Ken Murray, the show brought to the screen Royce G. Martin, president and board chairman of Auto-Lite, 11 different 1952 passenger cars, 11 automobile company executives and an equal number of Murray's "Glamour Lovelies" dressed to represent each exhibiting car.

Auto-Lite began this promotion on its first "Suspense" program of 1952. Cars using Auto-Lite parts were saluted during the campaign, which had as its theme: "Auto-Lite serves the greatest names in the industry."

The cars shown on the TV show—all of them having Auto-Lite parts—were custom models of Chrysler, Crosley, Dodge, Packard, Plymouth, Hudson, Willys, Kaiser-Henry J., Studebaker, De Soto and Nash.

For four days following the show, two models of the 11 makes were displayed in the grand ballroom of the Waldorf-Astoria. Also in this exhibit were two custom sports cars—the Nash Healey and Chrysler C-200—and a 1914 Abbott-Detroit, first car to use Auto-Lite equipment.

The Chrysler C-200 was built in Italy and was making its debut. It arrived from Europe on March 31, only a day before the exhibit opened. The Nash Healey also has an Italian-built body.

Auto makers ran tie-in ads in all New York papers beginning March 29. The Waldorf-Astoria exhibit was the first collective showing of passenger cars in New York since 1940 and most of the city's newspapers used special sections to cover the show. An estimated 72,000 persons saw the week-long exhibit.

Mr. Martin, originator of the salute series, said the campaign was so successful that it will be run as an annual event. Auto-Lite is the world's largest independent maker of automotive electrical parts. It services almost all U. S. cars with the exception of those produced by General Motors.

Cecil & Presbrey handled the special TV program and Waldorf-Astoria exhibit. Space advertising was placed by Ruthrauff & Ryan.

Ball Co. Names Agency

Conant Ball Co., Gardner, Mass., furniture manufacturer, has appointed H. B. Humphrey, Alley & Richards, Boston, to handle its advertising. A heavy magazine and merchandising program has been scheduled for 1952.

Appleton Joins Ellington

John C. Appleton, account executive with Grey Advertising for the past five years, has joined Ellington & Co., New York, as an account executive.

Keeling Is Council Governor

The new governor of the central council of the American Assn. of Advertising Agencies is Hal R. Keeling, president of Keeling & Co., Indianapolis agency.

Blow Names Garabranti

James E. Garabranti, supervisor of mechanical production and traffic and general office manager of Blow Co., New York, has been named a v.p. of the agency

NEW YORK, April 8—While Auto-Lite executives and dealers may be overjoyed with results of the Waldorf show, and Cecil & Presbrey executives happily label the entire operation an "absolutely terrific success," the television preview was the talk of Madison Ave. for days afterwards.

Viewers at home were treated to the preview as a much-heralded substitute for "Suspense." Auto-Lite's regular CBS offering, Always eager to catch a boner in a professional production, they had a field day here.

With Ken Murray emceeing, the TV camera was supposed to stop at each exhibiting car. There, one of Ken Murray's "Glamour Lovelies," dressed in appropriate costume, was to recite a rhyme about a specific model.

Then the camera shifted to an executive of the particular company. Mr. Murray and Royce G. Martin, Auto-Lite's president and board chairman, spent a few minutes discussing merits of each model. Here are some of the things that went wrong in the 30-minute period the show was on:

The Packard "Glamour Lovely," first rhyme reciter on the show, flubbed her lines gloriously. "Ultra-Matic" appeared to be a first-rate tongue twister for this miss.

The Plymouth presentation went through without a hitch but then Miss Hudson almost came up to par with Miss Packard as she stumbled over her lines.

A featured song whistler gave a good performance except for the last 20 seconds or so. At that time no one could tell how good she was doing. While she puckered her lips very prettily, not a sound was heard—her mike was dead.

Microphones were a source of trouble throughout the program. Ken Murray spent the better part of the show wagging his mike from one speaker to the other like a baton. Frequently, he didn't wag fast enough, or forgot to wag entirely, and viewers thought they were watching a silent movie. Other times, when he wasn't trying to untangle wires from around the bodies of speakers, he had to pass off the unwieldy microphone while he tried to jockey himself and speakers into camera position.

Getting back to the show, Mr. Murray addressed Ward M. Canada, president and board chairman of Willys-Overland Motors Inc., as "Mr. Van Derzee." Mr. Van Derzee is v.p. in charge of sales for Hudson Motor Car Co. He was a previous guest.

Following the Willys interview, the next "glamour lovely," Miss Chrysler, apparently lost her sense of direction. While standing in front of a Chrysler New Yorker, she recited the qualities of a Chrysler Imperial. Mr. Murray made the confusion complete a few seconds later when he referred to the "Studebaker Imperial."

Now the show really got into the spirit of the event. Standing in front of a Kaiser Manhattan, Miss Kaiser made an appearance and reeled off the merits of the Henry J. Vagabond. Trying to clear things up, Mr. Murray—who by now seemed to have lost all sense of car identification—pointed out that the girl parked in front of the Manhattan was actually talking about the "Nash Vagabond."

The rest of the 30 minutes went off without a hitch—except for the fact that Miss Studebaker flubbed

her lines and George W. Mason, president and board chairman of Nash-Kelvinator Corp., modestly announced to the TV audience, as he referred to a joke that had just been told about an early model Nash, "I tell that story damn well."

"This is going to be a trademark for the Auto-Lite family," Mr. Martin said in his closing remarks. "It's going on and on and on and with one request...that you play the same part in future shows that you've played tonight, Ken."

Paper Industry's Sales, Earnings Expected to Fall

NEW YORK, April 8—Sales and earnings in 1952 in the paper industry are likely to fall below '51. But profits promise to be large enough to assure continuation of current dividend earnings.

That is the finding of the latest study just released by the "Value Line Investment Survey," published by Arnold Bernhard & Co., investment adviser.

"The paper industry is currently operating at about 96% of rated capacity," the report says, "and the paperboard industry at about 85% of rated capacity."

A year ago, both categories were operating in excess of normal rated capacity, reflecting the unusually heavy buying of all types of paper.

"Production of most grades of paper continued at a high level throughout 1951 and, in fact, through March of this year. Output of paperboard, on the other hand," the report says, "has been sharply reduced since July, 1951."

"During the past six months, there has been a slight easing in demand for paper products. Production, on the other hand, has been reduced but slightly. As a consequence," says the report, "inventories of paper products have been accumulating and some cutbacks in production will probably be necessary in the months ahead."

"Paperboard inventories, on the other hand, have been scaled down in recent months since production was reduced. As a result, it seems unlikely that paperboard production will have to be reduced further in the months ahead; rather, output is likely to remain at about current levels."

"Paper securities, as a group," the investment report says, "have worth while long-term growth prospects, but it should be noted that a further downward adjustment in market prices may well occur in the months ahead."

EASTERN MILLS USING MORE WASTEPAPER

NEW YORK, April 10—Eastern paper mills during the first quarter of 1952 consumed 1.3% more wastepaper than during the last quarter of '51. They bought 2.4% less wastepaper stock during the first quarter of '52 than during the fourth quarter of '51.

These figures were released today by Colley S. Baker, director of the Eastern Conservation Committee of the Wastepaper Consuming Industries.

During the final quarter of '51, the committee reports, eastern paper mills bought 101% of their anticipated wastepaper requirements, compared with 97% during the first quarter of '52. Wastepaper on hand among eastern mills on April 1 was still heavy.

Of total consumption of wastepaper during the quarter just ended, 30% was mixed papers, 29% news grades, 25% old corrugated, and 16% high grades. For the full year of '51 consumption was divided as follows: Mixed, 29%; news, 29%; corrugated, 28%; and high grades, 14%.



KILLERS—N. W. Ayer & Son, Philadelphia, depicts five deadly germs (left) which science has conquered with miracle drugs in this ad, the first in a series for Lederle Laboratories division of American Cyanamid Co. The full-color spreads are running in Life, The Saturday Evening Post and This Week Magazine, and all will carry the slogan, "Lederle—dedicated to helping your doctor help you live."

Earnings of Advertisers

Company	Sales		Earnings		Share Earnings	
	1951	1950	1951	1950	1951	1950
J. D. Adams Mfg. Co.	\$ 16,927,059	\$ 12,983,761	\$ 638,154	\$ 942,324	2.13	\$ 3.14
Aluminum Co. of America	115,801,308	—	39,301,308	46,856,597	2.75	2.00
American Broadcasting Co.	—	—	*368,943	84,605	0.22	0.05
Anchor Hocking Glass Corp.	91,746,115	83,671,060	4,341,268	5,785,352	**2.85	3.85
B. T. Babbitt Inc.	16,550,306	15,186,904	768,571	902,498	0.75	0.88
Borden Co.	732,056,671	631,114,120	18,080,371	20,147,073	4.20	4.69
Brant International Airways	25,356,000	21,356,000	1,338,000	1,228,000	0.50	—
Burroughs Adding Machine Co.	127,785,218	102,035,948	7,588,724	8,454,041	1.52	1.69
Butler Bros.	114,079,229	118,962,910	1,895,626	2,936,298	1.31	2.21
Capital Records Inc.	13,385,548	12,316,319	408,439	201,509	0.75	0.26
Columbia Broadcasting System	175,695,587	124,105,408	***6,360,097	4,105,329	3.10	2.39
Consolidated Retail Stores	29,720,915	29,238,760	507,390	636,685	1.08	1.42
Corn Products	194,027,570	186,552,060	15,211,257	23,034,084	5.09	8.44
Corning Glass Works	115,750,172	116,473,981	10,141,164	17,612,385	3.70	6.53
Cory Corp.	7,947,639	7,054,494	481,537	555,615	0.75	0.86
Crawe Co.	270,350,583	220,666,910	12,761,530	12,068,184	6.26	6.89
Dennison Co.	37,374,734	33,246,430	2,119,568	2,238,136	3.77	4.00
E. I. du Pont de Nemours & Co.	1,531,000,000	1,297,000,000	221,000,000	303,000,000	4.64	6.59
Elgin National Watch Co.	42,720,648	30,201,247	1,781,181	1,738,973	2.12	2.07
Fernico Co.	24,561,238	20,624,316	1,607,834	2,376,868	4.90	7.24
Gamble-Skogmo Inc.	126,452,681	129,739,250	3,321,022	4,065,137	1.22	1.51
General Portland Cement	27,121,019	124,413,700	4,532,439	5,907,701	4.36	5.68
Glass, Meibum & Co.	27,855,928	23,620,723	1,584,976	1,701,737	3.02	††3.24
Goldblatt Bros.	99,004,662	94,622,003	1,069,931	2,176,833	1.44	††2.88
Goodyear Tire & Rubber Co.	1,101,141,391	845,138,051	36,628,296	35,109,355	3.00	§2.50
W. T. Grant Co.	268,332,908	250,573,987	7,516,547	8,102,551	2.90	3.16
Gray Mfg. Co.	5,898,915	4,278,937	406,049	397,003	1.84	1.83
Grayson-Robinson Corp.	91,015,627	83,550,274	1,235,419	1,475,418	1.60	2.31
Hovner Co.	40,501,968	41,906,116	1,876,298	2,908,350	1.45	2.00
International Silver	55,139,401	59,284,961	3,415,965	5,180,198	8.40	13.24
Kendall Co.	96,580,442	88,298,595	5,202,050	5,961,852	6.29	7.24
Lamson & Sessions Co.	32,429,190	25,559,280	1,725,058	1,970,799	4.26	5.21
James Lees & Sons	65,516,742	71,930,235	2,619,721	5,129,249	3.08	6.22
McClellan Stores Co.	61,082,287	56,640,090	2,174,325	2,795,660	2.00	1.75
Minnesota Mining & Mfg. Co.	170,067,527	152,806,313	15,738,452	20,318,904	1.92	2.51
Messico & Ontario Paper Co.	58,403,589	51,323,786	5,432,438	5,260,462	4.22	4.09
Mojud Hosiery Co.	—	—	1,598,177	2,012,616	2.90	3.68
Montgomery Ward & Co.	1,106,157,077	1,170,461,801	54,342,330	74,159,977	8.93	11.19
Motorola Inc.	135,285,086	177,104,669	7,289,102	12,809,247	8.29	14.56
G. C. Murphy Co.	168,897,669	150,507,468	9,161,251	9,416,126	§§4.46	4.68
National Aluminite	20,777,693	16,157,082	1,518,529	1,773,286	2.78	3.24
National Biscuit Co.	329,924,858	296,408,934	16,202,212	21,110,431	2.30	3.08
Nesco Inc.	29,031,944	19,026,561	§§§874,458	§§§1,306	§§§1.82	1.29
Nekoza-Edwards Paper Corp.	23,625,988	19,460,066	1,832,630	1,870,630	5.27	5.40
Pepsi-Cola Co.	30,216,383	23,765,879	2,632,181	1,271,919	0.46	0.22
Charles Pfizer & Co.	100,262,966	60,831,152	12,276,354	9,940,521	4.11	†2.20
Reliance Mfg. Co.	45,527,051	41,313,158	2,732,358	746,477	1.31	1.34
Scott Paper Co.	149,571,158	118,208,895	10,886,311	12,493,397	3.50	4.08
Sears, Roebuck & Co.	2,657,408,447	2,556,371,110	111,894,654	143,654,981	4.73	6.08
Shellmar Products Corp.	43,067,017	34,039,990	2,067,395	2,562,712	4.37	5.72
Sheraton Corp. of America	46,185,651	41,902,022	3,272,878	3,238,570	2.17	2.13
Shoe Corp. of America	62,524,460	49,165,866	2,117,552	2,350,546	3.14	3.90
Socoy-Vacuum Oil	1,584,044,544	1,405,155,399	161,622,159	128,216,683	5.08	4.03
Speed Queen Corp.	5,120,974	6,873,557	1,002,503	1,839,574	3.28	5.79
A. E. Staley Mfg. Co.	155,868,369	118,292,201	3,667,482	4,705,230	2.06	††2.67
Sterling Aluminum Products	14,300,700	13,484,527	646,023	1,138,535	1.74	3.07
Stromberg-Carlson	33,632,495	39,192,917	685,777	974,731	1.66	2.53
Scott Paper Co.	1,490,076,744	1,309,283,450	178,774,677	149,071,747	16.50	5.41
Universal Products Co.	16,284,000	11,593,002	1,213,950	1,154,529	6.07	7.70
Vanguard Corp. of America	35,875,247	29,320,874	2,940,000	1,875,000	6.74	4.62
White Motor Co.	150,010,545	102,652,328	4,340,361	4,222,414	8.43	6.14

*The net income for 1951 does not include a special credit of \$131,436, which represents an adjustment in prior years' depreciation less provision for additional federal income taxes.
 **The 1951 and 1950 figures are based on the new \$6.25 par value shares issued in 1950.
 ††By reason of the increased excess profits credit available to corporations engaged in television broadcasting under the Revenue Act of 1951, no provision for excess profits tax has been made or is believed to be required for the company for 1951. Also, since such increased credit is retroactively applicable to the year 1950, the estimated amount, \$538,000, refundable in respect of the 1950 excess profits tax has been included in income for 1951. The operations of the Hytron group (presently the Hytron Radio & Electronics Co. division and CBS-Columbia Inc. and subsidiaries) have been included in the consolidated statement of income only for the period from date of merger, June 15, 1951.
 ‡‡Revised by company.
 †††Adjusted for the 2-for-1 stock split in August, 1951.
 ††††Adjusted for the 2-for-1 stock split August 15, 1951.
 §Based on average number of shares outstanding during the year.
 §§This excludes a non-recurring profit of \$244,625 realized from the sale of surplus real estate.
 §§§With earnings, company's income totaled \$1,119,083, equal to \$2.33 a share.
 ††††Adjusted to give effect to 3-for-1 stock split in June, 1951.
 †††††Includes gain of \$331,610 on sale of properties, less federal tax thereon.
 ††††††Adjusted to reflect 2-for-1 stock split in 1951.
 †††††††After taking into consideration the common stock dividend declared Dec. 22, 1950, and paid Feb. 1, 1951.
 ††††††††Adjusted for 2-for-1 stock split in June, 1951.
 †††††††††Includes credit for unused provision of \$109,381 for taxes of prior years.

FOOD PRODUCTS—All-purpose shortening, baby foods, bacon, baking mixes, baked beans, bread, breakfast foods, butter, catsup, canned chicken, chili con carne, canned Chinese foods, coffee, cookies, canned corn, corned beef hash, crackers, cranberries, dog food, flour, frozen foods, fruit and vegetable juices, ice cream, sausage, canned luncheon meats, macaroni products, margarine, milk, peanut butter, canned peas, popcorn, potato chips, rice, salad or cooking oil, dry soup mixes, sugar, tea, canned tuna fish, wieners.

SOAPS AND ALLIED PRODUCTS—Powdered bleach, bleaching fluid, bluing, laundry starch, scouring cleans-

ers, soaps and cleaning agents for dishes, fine fabrics, hardwood floors, laundry, linoleum or tile floors, painted walls and woodwork, toilet bowl cleansers, water softeners, floor wax.

DRUGS AND TOILETRIES—Deodorants, facial cream, facial tissues, hair tonic or dressing, hand cream, hand lotion, lipstick, nail polish, permanent wave kits and refills, safety razor blades, shampoo, electric shavers, shaving cream, toilet soap, tooth paste, tooth powder.

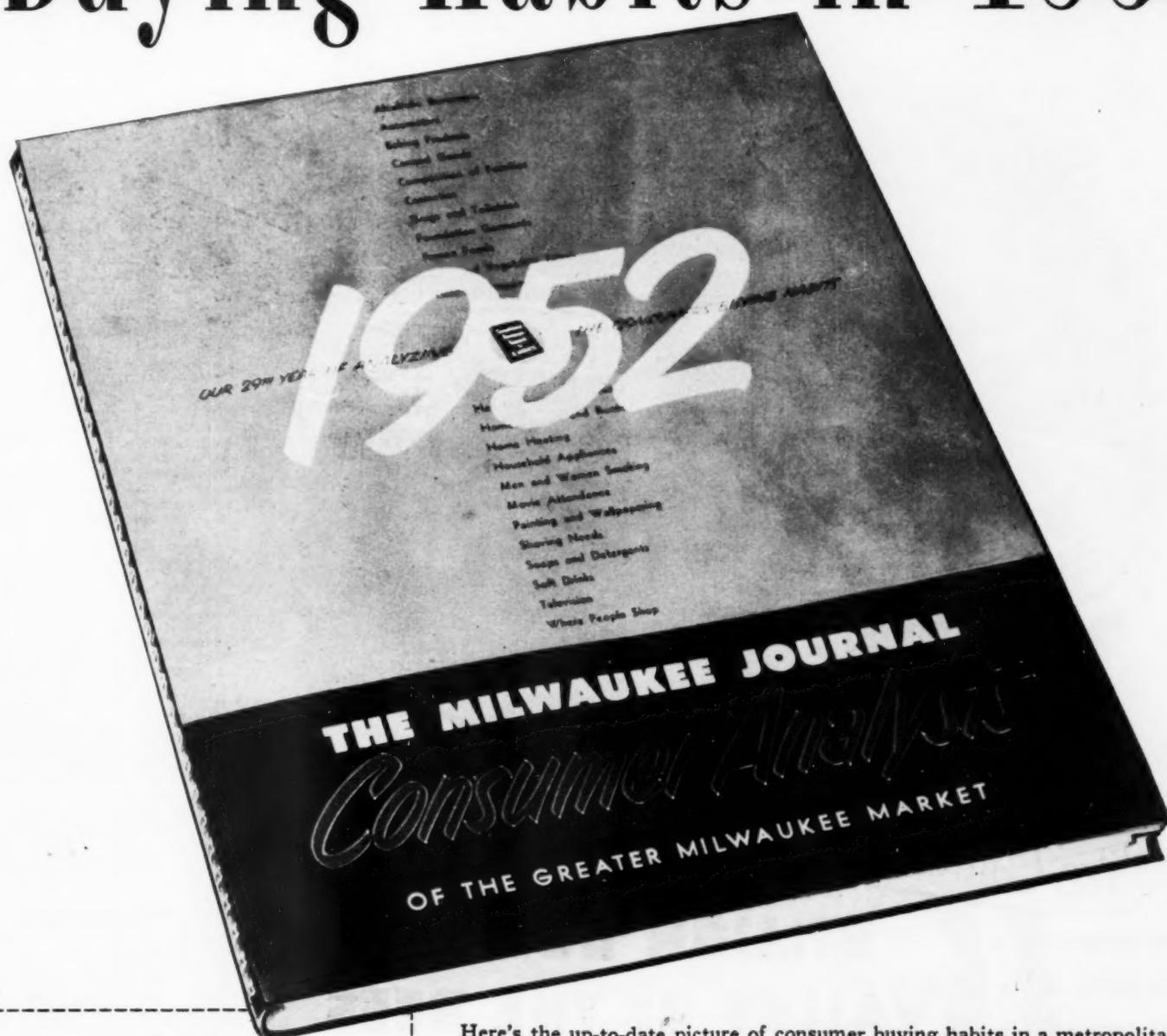
BEVERAGES—Cordials, beer, gin, grape brandy, rum, scotch, soft drinks, whiskey, wine.

HOME AND APPLIANCES—Awnings, carpets, clothes dryers, cooking ranges, dishwashers, food freezers, food mixers, furniture buying, garbage disposal units, home heating, owners and renters of homes, irons, mangles, painting, refrigerators, sewing machines, television sets, wallpaper, washing machines.

AUTOMOTIVE—Antifreeze, family ownership, gasoline, motor oil, repairs, spark plugs, tires.

GENERAL—Cigarets, cigars, composition of families, foundation garments, hosiery, movie attendance, pipes and pipe tobacco, paper towels, toilet tissue, wax paper, surgical bandages and dressings, women's apparel shopping, women's bathing suits, wrist watches.

Buying Habits in 1952



The Milwaukee Journal
World Leader in 1951 Advertising Volume and in R.O.P. Color Advertising

Here's the up-to-date picture of consumer buying habits in a metropolitan market of 267,000 households—what, when and where they buy; brand preference; ownership and buying plans. This information, all gathered since January 1, 1952, again shows the competitive positions in many lines, shifts in brand preference, the trend of preference by types of stores and service, dealer distribution by brands and comparisons with past years.

Write for a copy and get the close-up details on local marketing and buying factors which influence your 1952 sales in the Milwaukee market.

Looz Sponsors Stewart Craig
Looz Products, Los Angeles, which makes a dietary supplement, has signed to sponsor Stewart Craig, health commentator, for two quarter hours weekly over 53 stations of American Broadcasting Co.'s Pacific and Mountain radio networks. Dean Simmons Agency, Los Angeles, handles the account.

'Enquirer' Employees Raise \$800,000, Aim for \$1,500,000; McLeans Try to Block Sale

CINCINNATI, April 8—Employees of the Cincinnati *Enquirer* last week passed their quota of \$800,000 in pledges in their drive to purchase the paper from its present

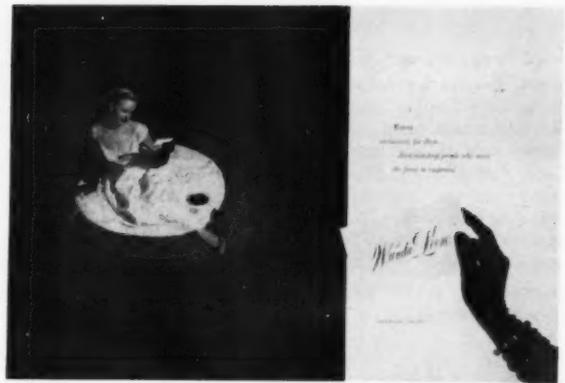
owners (AA, March 31).

Surpassing of the employee quota signaled the start of a campaign to get another \$700,000 in pledges from companies and from individuals not numbered among the paper's 845 employees.

While the employees and others tried to raise \$1,500,000, John R. McLean II and Edward B. McLean Jr. attacked the proposed sale of the paper to the Cincinnati *Times-Star* as violating terms of the will of their grandfather, John R. McLean.

■ In a petition filed in U. S. district court, asking that the court refuse to approve the sale made by the American Security & Trust Co., trustee of the grandfather's estate, the two McLean grandsons raise the following objections:

1. They insist that the court has no right to upset terms of the trust



TWELVE WORDS—Belrug Mills, Greenville, S. C., is running this unusual spread in *House Beautiful* in April to show its green Wunda Loom carpet. A three-page ad, also in full-color, runs in the April *Town & Country*. Trade publication ads and dealer aids also are used, through John Falkner Arndt & Co., Philadelphia.

unless an emergency threatens dissipation of the trust. No such emer-

gency exists, they contend. In fact, they quote from a 1951 opinion in which the district court itself said that "it is apparent from testimony before the court that the newspaper [the *Enquirer*] is flourishing under good management."

2. They contend that the sale would be improper because of the lack of security for the unpaid balance. Down payment of \$1,250,000 was proposed, with the remaining \$6,250,000 to be paid over a 12-year period.

■ 3. They charge that the trustee would get no mortgage on the land, building, equipment and other assets of the Cincinnati *Times-Star* Co. They agree, however, that in the event of default, the trustee would gain control over the entire *Times-Star* company, including the *Enquirer*.

4. They insist that this is insufficient security in so hazardous a business for such a long term. They offer as proof of the hazardous nature of the business the fact that the estate was offered \$5,000,000 for the *Washington Post* in 1929, and \$3,000,000 in 1931, but, because it was unable to sell at that time, had to accept only \$825,000 at a receivership sale in 1933.

■ 5. They contend that the terms under which repayment would be made are so easy that they could be paid out of *Enquirer* earnings only.

6. They contend further that a serious loss will be suffered by the *Enquirer* Bldg., owned jointly by the trustee and the two grandsons. Part of this, they assert, would come from loss of a tenant paying \$170,000 a year (the *Enquirer* would be moved into the *Times-Star* plant); the other part would come from an estimated cost of \$1,000,000 to convert the building to other uses.

For themselves, the McLeans add, if the sale is approved income to heirs from the *Enquirer* will drop from a ten-year average of \$850,000 annually to \$300,000 per year.

Appoints Two Eastern Reps

Chicago Show Printing Co., creator of advertising at the point of sale, has appointed two representatives in New York state. John A. Wheeler, formerly a member of the ad department of Firestone Tire & Rubber Co., Akron, will cover the western half of the state, with headquarters in Buffalo. George R. Schiemer, who has had 12 years' experience in advertising and sales promotion, will cover the eastern half, excluding New York. His headquarters will be in Ft. Plain, N. Y.

Joins Botsford, Constantine

Laurence E. Davidson, recently graduated from the University of Oregon school of journalism, has joined the Portland, Ore., office of Botsford, Constantine & Gardner as a service and media assistant.

Something Missing...



like California without the

THE SACRAMENTO BEE ●

THE MODESTO BEE ●

THE FRESNO BEE ●

BILLION DOLLAR VALLEY OF THE BEES

It's a market with more buying power than San Francisco and Oakland combined.* But you won't cover it with either San Francisco or Los Angeles papers. To cover the Billion Dol-

lar Valley of the Bees, you need the local papers that Valley people read—The Sacramento Bee, The Modesto Bee and The Fresno Bee.

*Sales Management's 1951 Copyrighted Survey

McClatchy Newspapers

National Representatives . . . O'Mara & Ormsbee, Inc.



Dallas Ad League Asks AFA Support for Its 'Crusade'

DALLAS, April 8—The Dallas Advertising League last week reported "international interest, support and enthusiasm" for the latest move in its crusade to "clean up" advertising.

The league started its crusade last year (AA, Dec. 10), when it blasted American Tobacco Co.'s "new evidence proves Luckies best-made of five principal brands" campaign.

Its latest move, made two weeks ago, consisted of a resolution sent to the Advertising Federation of America, challenging that organization to carry on the crusade at the national level.

Duffield Smith, president of the Dallas group, said that "resolutions patterned after our suggested resolution have already been adopted by adclubs in Oklahoma City, Tulsa, Akron, central Florida, Providence, and the Women's Advertising Club of Winnipeg."

Meetings to discuss action to support the campaign have been held by sales clubs in London and Canada, he said. And several additional clubs have written letters supporting the crusade, he added.

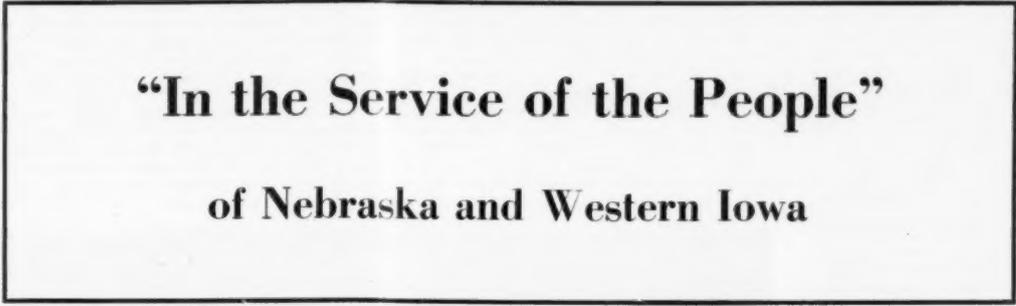
In asking the board of directors of AFA to explore what avenues of direct support AFA can take at the national level, the Dallas resolution proposed that AFA "convene representatives of all the various branches of the industry, including media, agencies and advertisers, at the earliest possible date, for the purpose of promulgating a code of basic advertising principles and the development of a program of voluntary self-regulation to the end that public faith and confidence in and acceptance of advertising generally may be preserved."

Mapel Heads New York City Publishers Assn.

William Mapel, for the last eight years vice-chairman of the Publishers Assn. of New York City, which represents major metropolitan dailies, has been elected president of the association. Before joining the association ten years ago Mr. Mapel was general manager of *Newsday*, Garden City, N.Y. Before that he was editor and director of the *Morning News* and the *Journal Every Evening*, Wilmington, Del. Other officers of the association include J. F. Cullen, business manager, *New York Mirror*, chairman; Cranston Williams, general manager, American Newspaper Publishers Assn., secretary, and T. E. J. Crowley, business manager, *New York Journal-American*, treasurer.

Adams & Swett Names Agency

Adams & Swett, Roxbury, Mass., rug cleaning organization, has switched its account from Harold Cabot & Co., Boston, to Hoag & Provandie, Boston.



"In the Service of the People" of Nebraska and Western Iowa

Omaha World-Herald Honored with National Award for Community Service . . .

"Editor and Publisher" magazine has announced that The World-Herald has been awarded first place honors in a national competition conducted among U. S. and Canadian newspapers "for outstanding service to the community and for its contribution to the public welfare."

This award was made in recognition of The World-Herald's Soil Conservation Program, now in its eighth year.

Since 1945, when this newspaper launched its first efforts to promote better use of our soil and water resources, farmers and ranchers have read thousands of illustrated news stories and features which told of the

benefits of good land use, and described the actual experiences of farmers who were practicing conservation.

Soil Conservation Districts in Nebraska and Iowa have received \$35,000 from The World-Herald. These funds, presented through the years to winning districts, were used to buy equipment needed for further expansion of district activity.

The World-Herald believes that community service promotions such as the award-winning Soil Conservation Program have helped immeasurably to earn for this newspaper a responsive readership in 3 out of 5 homes throughout the Nebraska-Western Iowa market of 1½ million people.

Omaha World-Herald

O'Mara & Ormsbee, National Representatives

249,247 Daily—253,394 Sunday

(Publisher's Statement Sept. 30, 1951)

**POINT-OF-SALE
SIGNS*
AND DISPLAYS**

**OHIO
ADVERTISING
DISPLAY CO.**

118-124 West Pearl St.
CINCINNATI 2, OHIO

*Illuminated and non-illuminated types.

Serving manufacturers of brand-name products from coast to coast.
Representatives in principal cities.

Department Store Cost-Markon Squeeze Described in Controllers' Congress Study

New York, April 8—Department stores' cumulative markon of 38.6% in 1951 represents a new low for the past 16 years. Expenses for operating stores have risen to 32.6%, highest since 1941. Net profits, after taxes, in department stores with sales volume over \$1,000,000, dropped to 2.4% in '51, lowest net earned by stores in this category since 1939.

These figures were released this week by the Controllers' Congress of National Retail Dry Goods Assn. "Lower markon, higher expenses and higher taxes are the combination of factors which brought about this profit drop," the report says. "Rate-wise, taxes have been higher in the last ten years than now, yet during that time stores showed better net results. Reduced markon then was accompanied by reduced expenses, thus equalizing changed proportions of each.

"This means," the report says,

"that profit from merchandising operations has seriously declined. It is most significant that 22% of the stores reporting to this survey had operating losses from merchandising operations. Only 6% had losses in '50."

Commenting on the report, Raymond F. Copes, general manager of Controllers' Congress, described the retail situation as "helpless" in view of rising expense ratios which cannot be offset because of

markon frozen under price controls. Mr. Copes stressed that retail markons are premised on expense proportions remaining relatively fixed.

"Due to the failure of the controls program to hold expense elements in check," he emphasized, "today's markons are inadequate to insure reasonable profit for retailers."

■ Volume of goods handled in terms of number of items declined 1% in 1951 from '50. But because of higher average gross sale, the report points out, dollar sales in

'51 remained about the same as in '50, for most of the stores reporting. The increase in the average sales check is attributed to the increase in the price level during the year.

Departmental group sales showed the following percentage changes in January, 1952, compared with January, '51:

Men's and boys' wear, up 5.3%. Ladies' outerwear and girls' wear, up 3.4%. Ladies' accessories, up 2.6%. Furniture and bedding, up 2.1%. Notions and toilet preparations, up 0.7%. Shoes, down 0.1%. Home furnishings, down 0.9%.

Ladies' underwear, down 1.0%. Piece goods, domestics and draperies, down 2.2%. Major appliances and electrical goods, down 4.5%. Over-all store total, up 0.8%.

The turnover figure of 3.5 is the lowest in the past decade and compares with 3.9 in 1950, the report says. Year-end inventories in '51 declined 5% below those of '50.

Adds Roller Skate Account

Chicago Roller Skate Co., Chicago, has shifted its account from C. J. Ollendorf Advertising to Dickerson & Associates, Chicago.

COLOR
GAYETY
APPEAL

Put
SHOWMANSHIP In
Summer Promotions
with **OAK-HYTEX**
TOY
BALLOONS

In many ways
they help you
INCREASE
SALES!

SPECIAL SALES
INTRODUCE NEW PRODUCTS
CONVENTIONS
OPENINGS
POINT OF SALE PROMOTIONS
ANNIVERSARY
COMMUNITY EVENTS
FAIRS

These are some of the events at which **OAK-HYTEX BALLOONS** will produce profitable results. May we suggest a plan tailored to your needs. Write or phone today, no obligation.



The **OAK RUBBER CO**
RAVENNA, OHIO.

KMOX

audience

larger

than

two stations in St.

... in metropolitan

Pepperell Starts Drive for Sheets

Boston, April 10—One of the largest campaigns in its history has been launched by Pepperell Mfg. Co. for its fitted and colored sheets. Ads for both products are running in the *Ladies' Home Journal* via Nancy Sasser's column and in *Modern Romances* and *Woman's Home Companion* in April. *Good Housekeeping* and *Sunset Magazine* will be added to the schedule in May and *Today's Woman* will be used in June.

The company is supplying dealers with newspaper mats, reprints of ads and counter cards.

The Pepperell agency is Benton & Bowles.

Radio Cincinnati Shifts Two

Edwin C. Richter Jr., account executive, has been appointed general manager of WKRC-FM, Transit Radio, Cincinnati, owned by Radio Cincinnati Inc. He succeeds Robert F. Bender, who has been transferred to the sales department of WKRC-TV. The transfers are in line with the company's policy of widening the experience of personnel.

Udow Joins Monroe Dreher

Dr. Alfred B. Udow has joined Monroe F. Dreher Inc., New York, as director of media and research. Dr. Udow was with Ted Bates & Co., New York, as research supervisor on the Colgate account and prior to that was with Foote, Cone & Belding for four years as manager of the research department.

William Claxton to Cohen

William R. Claxton, formerly with Lambert & Feasley, Ruthrauff & Ryan and other agencies, has joined Harry B. Cohen Advertising, New York, as art director and manager of the art department.

Magazines Chalk Up Record 1st Quarter

New York, April 9—Advertisers spent \$122,941,552 in the 94 general and farm magazines checked by Publishers Information Bureau during the first quarter of 1952. This was the highest quarterly magazine ad revenue on record.

The Magazine Advertising Bureau reported the revenues as 10.1% better than the same 1951 period, when the figure was \$111,623,629.

Pages of advertising in the January-March period totaled 18,894.50—an increase of 3.9% over

the 18,188.13 pages reported for the comparable '51 quarter.

The MAB said that advertising in Sunday newspaper sections (not included in the magazine figures) fell off 8.5% in dollar volume—\$13,846,354, down from \$15,125,735—in the first quarter. In 1951's initial quarter the Sunday newspaper sections got 1,186.34 pages. This year the page figure dipped slightly to 1,160.27, a drop of 2.2%. However, there was one more Sunday in the first quarter of '52 than in the same '51 period.

Two Appoint Ver Standig

The American Assn. of Petroleum Refiners and Smithfield Ham & Products Co., Smithfield, Va., have appointed M. Belmont Ver Standig Advertising, Washington, to handle their national advertising and public relations. Stanley S. Gross & Associates, Norfolk, Va., previously handled the Smithfield account.

daytime
es are

those of the next
Louis COMBINED
St. Louis alone.

Winston-Salem

A GROWING MARKET OF MORE PEOPLE WITH MORE MONEY TO SPEND THAN EVER BEFORE



A RICH GROWING MARKET with 1951 BANK RESOURCES of \$343,735,852.00 A 10-year gain of 134%

The JOURNAL & SENTINEL are the only papers that cover this rich, growing market in the South's No. 1 state. The JOURNAL & SENTINEL are the only papers in the South offering a Monthly Grocery Inventory, an ideal test market. The JOURNAL & SENTINEL are the only papers completely blanketing an important 9-county segment of North Carolina. YOU CAN'T COVER NORTH CAROLINA WITHOUT THE

WINSTON-SALEM TWIN CITY JOURNAL and SENTINEL MORNING SUNDAY EVENING National Representative: KELLY SMITH CO.

Printed in 1952 (50% to 100%) recycling from 100% recycled materials and paper from some of the most advanced sources. The Paper of St. Louis, Jan-Feb 1952 - 40% to 100% recycled from 100% recycled materials. © 1952 Group, Copyrighted by CBS Radio Station.

BASEBALL

OFFICE OF THE COMMISSIONER
30 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

March 21, 1952

Mr. William Randolph Hearst, Jr., Publisher
New York Journal-American
220 South Street
New York 15, N.Y.

Dear Mr. Hearst:

May I take this opportunity to congratulate the New York Journal-American on the tenth anniversary of its very worthy project, the Sandlot Baseball Program.

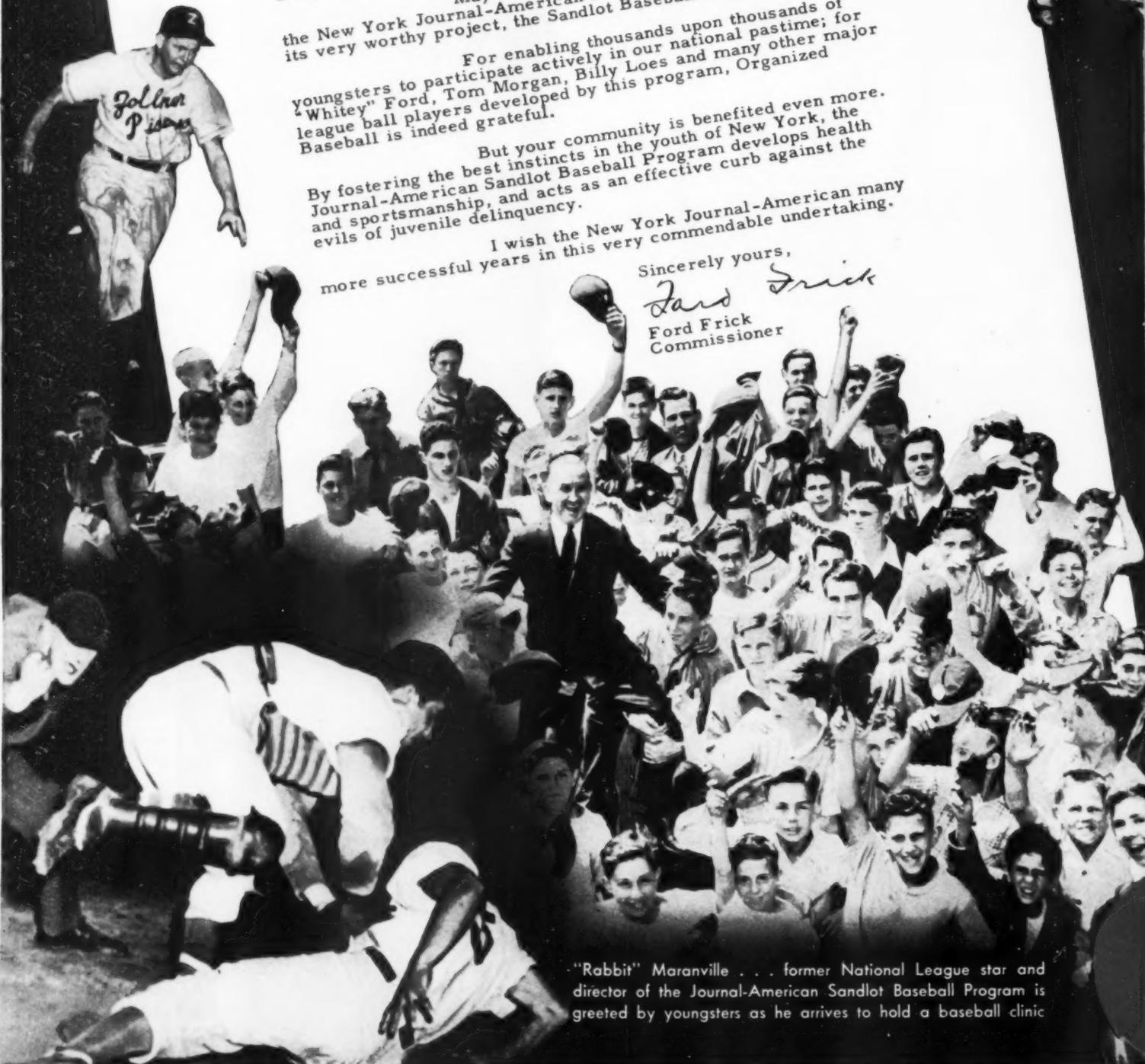
For enabling thousands upon thousands of youngsters to participate actively in our national pastime; for "Whitey" Ford, Tom Morgan, Billy Loes and many other major league ball players developed by this program, Organized Baseball is indeed grateful.

But your community is benefited even more. By fostering the best instincts in the youth of New York, the Journal-American Sandlot Baseball Program develops health and sportsmanship, and acts as an effective curb against the evils of juvenile delinquency.

I wish the New York Journal-American many more successful years in this very commendable undertaking.

Sincerely yours,

Ford Frick
Ford Frick
Commissioner



"Rabbit" Maranville . . . former National League star and director of the Journal-American Sandlot Baseball Program is greeted by youngsters as he arrives to hold a baseball clinic

America's Largest Baseball League



More than 100,000 New York youngsters participate in the Journal-American's vast Sandlot Baseball Program . . . this year celebrating its tenth anniversary

FOR New York boys, the annual Sandlot Baseball Program . . . sponsored by the Journal-American in cooperation with seven major New York youth organizations . . . means a chance to play the game they love in decent surroundings and under experienced guidance.

Covering the entire metropolitan area, this program has developed over the years until it is now the largest in the country. Phil Rizzuto, Larry Jansen, Yogi Berra and many other diamond greats contribute their talents at the popular weekly instruction clinics. Father and Son Nights, special dinners and rallies, and a city

championship tournament are climaxed by the Hearst All-Star Classic held at the Polo Grounds.

The Journal-American has always believed that its function in the community extends further than the recording of daily events. In sponsoring the Sandlot Baseball Program . . . and many other youth-aid projects such as the Tournament of Orators, the History Contest and the visual education film-strips used by all New York City public and parochial schools . . . the Journal-American helps to develop both physical and moral health in the citizens of tomorrow . . . qualities that will serve them as individuals throughout their lives.

Service to the community is one reason why the Journal-American is New York's largest evening newspaper . . . advertisers, too, are well-served when they—

*FOLLOW THE LEADER
INTO 700,000 NEW YORK HOMES*

Journal NEW YORK **American**

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

A HEARST NEWSPAPER

NATIONALLY REPRESENTED BY HEARST ADVERTISING SERVICE

SIoux CITY RETAIL TRADE AREA USED AS TEST MARKET

The Sioux City Retail Trade Area* was one of three test markets used in an introductory advertising campaign for a new soap detergent soon to be distributed in the entire West and Middle West.



E. B. Vaughan

Mr. E. B. Vaughan, manager of Seavey & Florsheim Company, Sioux City food broker for the new product, has this to say about the results of the campaign: "It was our problem to get as many retailers to carry the new product as possible, and thus get a true picture of the sales potential. We used a series of ten newspaper ads in the Sioux City Journal and Journal-Tribune. Result: we got 99% distribution in Sioux City and in seven counties in our retail trade area. The Sioux City Journal and Journal-Tribune newspapers were directly responsible for the wonderful success of this campaign."

*Sioux City A.B.C. Retail Trade Area (49 counties in Iowa, Nebraska, South Dakota, Minnesota). Population—818,400 "Buy Minded" people.

(Advertisement)

California Freezer-Food Planners Form Association; See Big Future

(Continued from Page 1) system, namely, the high cost of selling and distributing food."

■ There was an obvious air of enthusiasm among the more than 500 appliance, food supplier and frozen food locker people jamming the Embassy Room of the Ambassador Hotel. Conversation with all segments of the industry revealed unreined optimism for the future of food plans. As one appliance distributor put it, "this is the area that brought forth the supermarket to spell the doom of the general store, and the food plans now appear to be in a position to force

an equally strong modification of the modern supermarket."

Best available estimates place the number of freezers now in the Los Angeles area at some point between 50,000 and 60,000. One estimate places the amount of food now being sold through the plans at \$18,750,000 annually. This is based on figures which show the average food loan for six months ranges between \$225 and \$250. The low is about \$150, the high in the neighborhood of \$350.

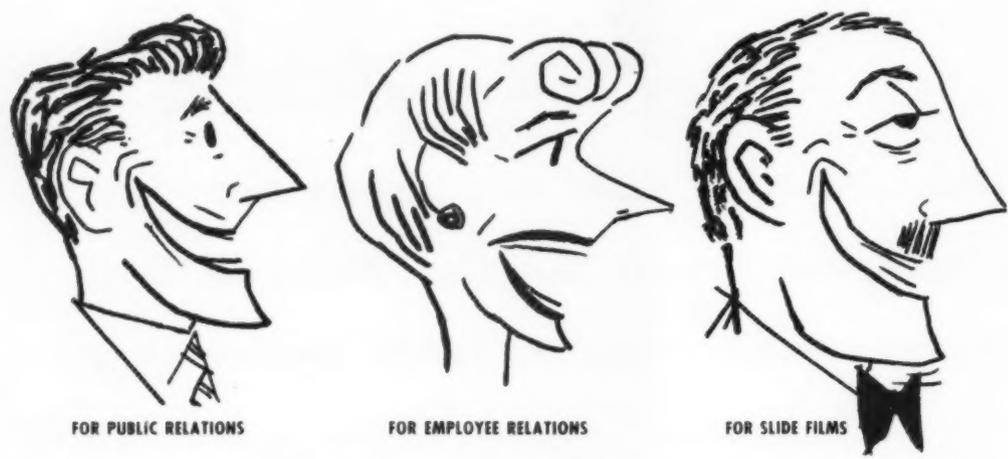
There appeared to be little concern about getting brand name items. "We are wholesaling to consumers in a legitimate manner, so

Wait, give you 10 lbs. of Sirloin Steaks FREE

Admiral's 7-Minute FLASH DEFROSTING!

DEALER NAME

FREE SIRLOIN—Anybody who's willing to try the new Admiral Corp. flash defrosting refrigerator for five days gets 10 lbs. of beefsteak for his pains. Admiral plans to pass out 100,000 lbs. of steak in the dealer-sponsored drive, which started April 1 and ends May 31.



FOR PUBLIC RELATIONS

FOR EMPLOYEE RELATIONS

FOR SLIDE FILMS

IF YOU HAVE SOMETHING TO SAY...



FOR SALES TRAINING

FOR PROMOTION

FOR OVERALL MANAGEMENT

SAY IT FOR GOOD ON COLUMBIA TRANSCRIPTIONS

Once and for all... put it on Columbia Transcriptions... today's brightest, surest means of communication.

For any custom recording... any size, any speed, any need... rely on Columbia, the smartest, soundest name on record.

Studios in New York, Chicago, and Los Angeles.

Or... just as close as your nearest tape recorder.

Write for full information.

COLUMBIA TRANSCRIPTIONS

A Division of Columbia Records Inc. ©

New York—799 Seventh Avenue, Circle 5-7300
Chicago—410 No. Michigan Ave., Whitehall 4-6000
Los Angeles—8723 Alden Drive, BRadshaw 2-5411

Trade-Marks "Columbia," "Masterworks," ©
Reg. U. S. Pat. Off. Mosaic Registrations

how can anyone refuse to sell us?" was the typical reaction. One food locker operator said: "I've been in this business as an accepted wholesaler since 1937. Why should I have any trouble now?" He handles such brands as Pictsweet, Libby and Birds Eye.

■ Most emphasis in the plans is given to meat. It is pointed out that the 1950 census showed 34% of the food dollar went for meat. Also, it is possible to show much greater savings on meat than on other frozen foods, which have a relatively low markup.

Formation of the Approved Freezer Food Plans Assn. about a month ago stemmed from the industry belief of a tremendous potential, and the objective of eliminating fast-buck artists who might do irreparable damage to the industry. The group's code of ethics (AA, March 31) is concerned mainly with advertising and selling misrepresentations. Association members feel that untrue claims of 35% or more of savings can boom-erang to the detriment of ethical operators.

Association members will soon start using the following seal: "Approved Freezer Food Plans Association Inc. Your assurance of dependability. Guarantee of Quality." Cuts and mats of the seal are being made available to members. They are urged to use it in their advertising. Publicity will also be given to the ethical nature of member operations.

■ Among the statistics presented at the meeting to whet interest in the industry were these comparisons of refrigerator and freezer sales: 1949, 6,000,000 refrigerators built and sold, 600,000 freezers; 1950, 4,500,000 refrigerators, 800,000 freezers; 1951, 4,000,000 refrigerators, 1,100,000 freezers; 1952 (estimated), 3,500,000 refrigerators, 2,000,000 freezers. It was predicted that by 1955 freezer sales will be greater than those of refrigerators.

Market-wise, it is estimated that refrigerators have reached 85% saturation, as compared to 12% for freezers. The turning point for freezers will be reached in 1954, when they will have achieved 16% saturation—a figure large enough to take the appliance out of the "novelty" class and move it into the "standard" class.

Forms New Division

Eureka Williams Corp., Bloomington, Ill., has formed the Gas-O-Matic division. A. F. Ward, sales manager, will head the organization. The division will promote and sell a new line of automatic gas-fired domestic equipment.

'Grocers Bulletin' Readers Report on Frozen Food Sales

CHICAGO, April 8—In answer to a National Assn. of Retail Grocers survey, independent retail grocers reported plans to expand their present frozen food volume as much as three times during the next five years.

The Nargus survey covered 859 retailers who subscribe to the *National Grocers Bulletin*, official publication of the retail group. Of this sample, 98.8% sell frozen foods, and figures reported are for the fourth week in January, '52.

Retailers queried were asked to estimate increases in frozen food volume during the next five years; 53.9% believe they will at least double their present volume. Another 36.1% feel they will triple it.

■ A little over 25% of the respondents have been handling frozen food items for more than 10 years. Fifty-nine per cent have sold them from three to nine years, and 15% for less than three years.

More than 95% of the grocers buy their frozen products from only one or two suppliers. About 5.5% own frozen food lockers for consumer rental.

Sales of various frozen items were reported as follows:

	(%)
Frozen juices	95.7
Frozen vegetables	95.6
Frozen fruits	94.2
Frozen fish	93.9
Ice cream	93.7
Frozen poultry	88.3
Frozen meats	58.3
Frozen pet foods	49.0
Frozen baked goods	43.6

The study also covered space given frozen food counters in the stores queried. The over-all average was 14.6' with stores of over \$1,000,000 volume averaging 43.5'.

Frozen food sales account for about 5.42% of dollar sales and exceed 6% in 62.5% of the stores reporting.

Other facts turned up by the Nargus survey are available at the offices of the *National Grocers Bulletin*, 360 N. Michigan Ave., Chicago 1.

Farnsworth Resigns Post

Richard E. Farnsworth has resigned as ad manager of Boston Distributing Division Inc. of Admiral Corp.

Rietzke Named Ad Manager

J. W. Rietzke, formerly with Sears, Roebuck & Co., has been appointed sales promotion and ad manager for Revco Inc., Deerfield, Mich., maker of Chill Chest food freezers.

Tunison Elected President

C. W. Tunison, director of public relations for Foy Paint Co., Norwood, O., has been elected president of the Cincinnati Industrial Advertisers, a chapter of the National Industrial Advertisers Assn.

Nelson Heads Merchandising

Paul R. Nelson, formerly with Selvage & Lee, Chicago, industrial relations organization, has been appointed director of merchandising of Birge Co., Buffalo manufacturer of wallpapers.

Robischon Heads PR Dept.

Robert E. Robischon, formerly ad manager of Esso Export Corp., has been appointed director of the Division of State Publicity in the New York State Department of Commerce.

PLAYTHINGS

national magazine of the toy trade



America's
**FOREMOST
TOY TRADE
Magazine**

Only ABC Toy Paper
Oldest in Field
Leads in Lineage

Write for New Market
Data Folder
McCREADY PUBLISHING
71 W. 23rd N. Y. 10



"—just can't take any chances!"

When even the weather man often appears "snafu," it's a smart idea to be prepared... Most sales-conscious advertisers feel the same way about their advertising. With competition what it is, they take no chances on the quality of their representation in the media they use... In growing numbers they are specifying "plates by ROGERS"

ROGERS

ENGRAVING COMPANY
Master Craftsmen of Photo-Engraving
Members of the
CHICAGO PHOTO-ENGRAVERS ASSOCIATION
2001 CALUMET AVENUE • Calumet 5-4137 • CHICAGO 16

Erie!

Pennsylvania's
3rd Largest City

**FAMOUS TV STATION W I C U
INCREASES POWER 1000%!**

Recently increased power from 3,000 watts to 35,000 watts now makes WICU one of the most powerful Television Stations in the world! Now covers more than 162,000 TV families.

It covers a large, rich market in Pennsylvania, Ohio and New York. Affiliated with ABC, NBC, CBS and DuMont networks.

WICU sells merchandise — won First Prize in the Colgate-Palmolive-Peet Merchandising Contest for 1951.

WICU is under common ownership and works closely with the 132-year-old aggressive daily and Sunday Erie DISPATCH.

WICU is an Edward Lamb Enterprise and closely associated with WTVN-TV, Columbus, Ohio; WTOD, Toledo, Ohio; and WHOO, Orlando, Florida.

★
The
ERIE
DISPATCH
and
WICU-TV



★
EDWARD LAMB
President

Representatives:
WICU-TV—Hendley-Road Co.
ERIE DISPATCH—Reynolds Fitzgerald

Along the Media Path

• Associated Publishers Inc. has put out a 98-page guide to the Negro market. Covered in the presentation are facts about this market.

a city-by-city breakdown of Negro newspapers and advertisers currently using these media.

The book compares the Negro market to the Canadian, pointing out that Negro American population is 1,000,000 greater than that of Canada and total income of Negro Americans is \$1 billion "larger than the entire national income of Canada." Two-thirds of the nation's 15,000,000 Americans are still located in the South.

• *Boys' Life*, published monthly by Boy Scouts of America, will add a color comics supplement beginning with the September issue. Charles F. Jackson, ad manager, said the new feature is expected to boost circulation over current 650,000. He added that such an increase would also bring new ad-

vertising rates.

Advertisers and agencies wanting a new monthly report on the youth market can get it by writing to Harold Levitt, promotion director, *Boys' Life*, 2 Park Ave., New York. First issue is set for May.

• An automotive report based on a readers' survey has just been issued by *True*. The magazine found that 87.3% of its readers own a car, 57.3% bought it new and 70.3% maintain or fix their own cars. The study, done by Benjamin W. Corrado, research consultant, also reveals that nine out of ten times the man makes the decision on the make of the car and on the brand of the replacement parts.

• WJR, Detroit, makes a bid for summer advertisers with a booklet highlighting Michigan as the Midwest's No. 1 vacationland. The brochure claims summer brings 4,500,000 vacationists to the state. WJR also points to its coverage of Ontario, where 60% of Canada's tourist trade is concentrated.

• The *Journal of Commerce*, last paper left on New York's famed "Newspaper Row," will be moving about the first of the year. The paper, now published at 63 Park Row, has purchased a 10-story building at 80-92 Varick St. The Park Row stretch once housed the *Herald-Tribune*, *Sun*, *Times* and *World*.

• Metropolitan Group has issued a booklet showing the best-read ad campaigns run in its Sunday comics during 1951. The study presents the 10 best read by the women and the 10 best read by men.

• WWL, New Orleans, celebrated its 30th anniversary March 31 with the announcement that billing is now at an alltime high. The station, a department of Loyola University of the South, has an application for a TV channel before the FCC.

• The *Wall Street Journal* comes out on top in a new study of reading preferences among corporate

officers and executives. The paper sponsored the survey, which was conducted by Erdos & Morgan. A questionnaire was sent to every fifth name in Poor's Register of Directors and Executives. Of the 13,465 mailed, 4,970 were returned.

The *Wall Street Journal* got 45.2% of the mentions in local and out-of-town newspapers read regularly. Asked which three publications they found most important (including both papers and magazines), the executives gave the *Wall Street Journal* first billing with a 32.1% of total mentions.

• The recent Arkansas tornado which caused \$25,000,000 damage and killed 120 persons also played havoc with the state's media. The twister smashed the transmitter and tower of KWCB, Searcy, and put the station off the air for more than a week. Nearly 100 outdoor poster plants and neon signs were wrecked and all five radio stations in Little Rock lost network time when telephone lines were knocked out. During the storm all stations carried public service messages and special programs covering the disaster.

• WMAQ, Chicago's oldest radio station, marks its 30th birthday April 13. The station, originally known as WGU, was first owned by the Fair Store and the *Chicago Daily News*. It was purchased by NBC in 1931. WMAQ claims introduction of the following to radio: Ed Wynn, Fred Waring, George Arliss, Ben Hecht, Ruth Chatterton and Carl Sandburg.

• A new sales presentation by WCBS, New York, reports success of the station's supermarketing campaign. The station offers a combination advertising-merchandising program. In addition to getting air time, advertisers get store display. Participating are 1,396 stores of seven chains. So far, 17 advertisers have signed up.

• Magazines continue to report new highs in circulation and advertising. The latest include: *McCall's*, circulation gain of 244,000 for 1951 and gain of 77 ad columns for first five months of 1952; *Woman's Day*, lineage up 11% for first four months of 1952; *The American Rifleman*, 21% lineage increase for first four issues of 1952; *Modern Photography*, May issue has 23.3% more ad pages; *Quick*, circulation gain of 238,602 for 1951 and 40% gain in ad volume for first quarter of 1952; *House & Garden*, May issue brings biggest revenue in history with 152 ad pages; *Everywoman's*, revenue for the first three months of 1952 up 131.8%; *Progressive Farmer*, April issue carries 214 pages, advertising up 21% in the first four issues of 1952.

Merchandising Clinic Planned

The New York chapter of the American Marketing Assn., in cooperation with the Sales Executives Club of New York, will hold a joint merchandising clinic April 29-30 at the Hotel Roosevelt, New York.

WMRY Increases Its Rates

WMRY, New Orleans, has increased its local and national rates 15-25%.

NATIONAL DISTRIBUTION

Fast, Easy, Low in Cost!

Today's soaring sales costs call for your careful examination of the old tested, proved independent selling field. This plan has built 48-state distribution quickly and at remarkably low cost for many of America's multi-million dollar industries . . . and hundreds of smaller firms. If your product or line can be sold by personal demonstration, we invite you to secure a frank, experienced appraisal of your possibilities and future in the direct-to-consumer selling field. There is no cost or obligation to you. Write today in detail.

OPPORTUNITY MAGAZINE

Dept. A-114, 28 E. Jackson Blvd., Chicago 4, Ill.



Crop of concrete...

The future farmer may grow building blocks, sidewalks, or slabs in the field! Michigan State College has discovered that 3 parts of corncobs, 1 part cement, 2 parts sand, and a little hydrated lime makes swell concrete. Corncob concrete blocks insulate better, weigh less, take nails easily, can be painted, stand up well in weather, have many uses for farm and storage buildings . . . as reported recently in *SUCCESSFUL FARMING*.

SUCCESSFUL FARMING links the agricultural research and practical application . . . is the source book, guide, and manual for the businessman farmer . . . and of equal interest and importance to the farm homemaker, furnishing ideas and inspiration for better farm living.

Farming is a business which constantly develops new methods, techniques, and products, fresh species, better ways of increasing production and profits . . . growing larger cash crops, pigs and poultry, more efficiently at lower cost. No other industry is changing so fast!

Agriculture's phenomenal progress has paced a rapid rise in farm living . . . which today equals or exceeds the best suburban standards. Building new homes, remodelling, adding rumpus rooms and nurseries, period furniture, decorations and designs . . . the best farm homemakers are the best class market in the US!

Prime prospects for national advertisers are the *SUCCESSFUL FARMING* audience of 1,200,000 families . . . nearly a million concentrated in the fifteen agricultural Heart states, on the nation's best farms . . . with the best soil, brains, and techniques, largest property investment, highest yields and incomes. The average SF subscriber's earnings are more than 50% above the US farm average.

Mostly missed by general media, lightly touched by television, the market is penetrated deeply only by *SUCCESSFUL FARMING*, with high family readership, wide influence based on nearly a half century of service. To balance national advertising effort, get maximum sales, you need this market and medium! For full facts, call the nearest SF office.

MEREDITH PUBLISHING COMPANY, Des Moines, . . . New York, Chicago, Cleveland, Detroit, Atlanta, Los Angeles, San Francisco.





SUSPENDED IN MID-AIR—National Distillers expects to boost sales of its Gilbey's gin with this new point of purchase display. Its three-dimensional illusion is a transparency which combines a new scientific development with Vinylite printed in full color on regular lithographic presses. It is a development of Videx Corp., New York, which has patents pending on the new display.

Bourges Process Illustrated in Mayfield Book

New York, April 9—Information that will mean better art copy with less production cost is contained in J. Bourges Mayfield's spiral-bound "New Techniques in Practical Art for Reproduction."

Mrs. Mayfield dedicates her book to her father, Albert R. Bourges, the inventor of the Bourges process. He first created the artists' shading sheets which make it possible for the artist to create his own benday effects. The Bourges process, however, enables the artist to work in colors that can be exactly reproduced in printing ink, to produce art that is pre-separated for easier, quicker, more economical reproduction.

The book is fully illustrated in color, with 140 pages of case histories and complete how-to-do-it information for the artist and the reproducer.

■ Color separation takes up a major portion of the book with several chapters devoted to "pre-separated art." The types of pre-separated copy that are covered range from simple flat color to the most intricately blended tones in two, three and four colors.

Among the other subjects that are covered are layouts, retouching both b&w photographs and color transparencies, precision masking and new techniques for regular process illustrations. There also are special sections on graphic presentations and newspaper color.

The book was published by Repro Art Press and sells for \$7.50.

Black Writes Guide on Industrial PR

Chicago, April 9—"Planned Industrial Publicity" is the first comprehensive guide to the purpose, scope, operation and evaluation of a planned program of industrial publicity.

George Black, manager of the public relations division of Cooper Alloy Foundry Co., has authored

the 136-page book. Published by Putman Publishing Co., it sells for \$2.95.

The author analyzes the need for a planned program, describes all-important details of how to create an effective program, discusses the integration of publicity with sales promotion, public relations and market research.

"Planned Industrial Publicity" demonstrates to top management the job a good publicist can and should do, then gives the publicist

the step-by-step know-how he must have to do that job well.

'MARKETING RESEARCH' AIMED AT STUDENTS

New York, April 9—Students are told the "why" as well as the "how" of "Marketing Research" in a new textbook published by Prentice-Hall.

David Luck, professor of marketing at Michigan State College, and Hugh Wales, associate professor of marketing, University of

Illinois, are the authors of the 532-page book. It sells for \$5.75.

The new text features recent developments and applications of modern research techniques. The sequence in which the topics are presented is designed for persons who are being introduced to the subject.

Appoints Donald Frankman

Charles M. Gray & Associates, Detroit, has appointed Donald A. Frankman to its creative and con-

tact staff. He formerly was with the ad department of Timken Roller Bearing Co., Canton, O., and was editor of the company's "Graphite Steel News."

Is Your Ad "Anemic" or does it GET LOST on a page?
 Get the most out of space you use... have ad typeset to order by Walk. Free set-ups are costly—proof on request. When better mail order ads are set—they're typeset by Walk—ASK YOUR AGENCY.
JAY P. WALK • Advertising Typographer
 Telephone DE 7-8130 • 11 E. Hubbard, Chicago 11



That's right... 30 candles... one for every year of radio history

Back on April 13, 1922, a few hundred persons in Chicago heard a new voice in their earphones. It was a new radio station, destined to become the leader in Midwest radio . . . destined to pioneer in programming and sales techniques which have become standards of the industry.

Those first few hundred persons in a single area of Chicago have grown to a family of millions in five states—the hub of the thriving Middle West. These millions long ago learned to rely on WMAQ for the newest and the best in home entertainment.

Advertisers, too, long ago learned that products and services find a host of willing buyers when advertised by Station WMAQ and its crew of favorite personalities.

These 30 years of know-how and listener acceptance are ready to work for YOU and your product or service. Ask your WMAQ or NBC Spot salesman for the complete story.

Now Celebrating 30 Years of Service

NBC RADIO IN CHICAGO



Graphic ENGRAVERS
 MAKING CRAFTSMANSHIP • FIDELITY OF REPRODUCTION
 PERSONALIZED SERVICE
 619 N. Wells St. Chicago 10, WHI 4-3451

Lynn Sumner Dies; Merged Agency with Kimball Co. in '51

New York, April 8—G. Lynn Sumner, 66, v.p. of Abbott Kimball Co., died yesterday at his farm near Pawling, N. Y. He would have been 67 today.

Born in Montague, Mich., Mr. Sumner was graduated from Albion College and began his career selling maps door to door in the Midwest. Later he became an associate editor of *System Magazine* in Chicago. In 1910 he joined International Correspondence Schools as a field representative and five years later was named advertising manager. A few years later, he

became v.p. and general manager of the school's Women's Institute of Domestic Arts and Sciences.

In 1925, Mr. Sumner established his own advertising agency here. It was merged with Abbott Kimball Co. in 1951. Mr. Sumner became a v.p. of the company, and was made chairman of the plans board last February.

Mr. Sumner served as president of the Assn. of National Advertisers in 1924, and at the same time was named a director of Audit Bureau of Circulations. From 1939 to 1941 he was president of the Advertising Club of New York. In the Annual Advertising Awards of 1936 he received a medal for "distinguished copy." In 1941 he wrote "We Have with

Us Tonight," a book based on his experience in introducing speakers as president of the Advertising Club and as toastmaster at many advertising functions. In 1947 he published another book, "Meet Abraham Lincoln."

EDWARD W. ROSE

CHICAGO, April 10—Edward William Rose, 46, copy executive for Weiss & Geller, died yesterday of a heart ailment.

Mr. Rose had been with the agency less than a month before his death. Before joining Weiss & Geller he was associated with Ivan Hill Advertising briefly and prior to that was copy chief at O'Neil, Larson & McMahon for five years.

During the war, Mr. Rose served in India as an Army public rela-

tions officer. Before entering the service he worked for Universal Pictures Co., the National Bakers Assn. and Kuttner & Kuttner, Chicago agency.

LEONARD W. SMITH

CLEVELAND, April 8—Leonard W. Smith, 71, formerly a v.p. with Carr Liggett Advertising here, died April 3 at his Shaker Heights home.

Born in Cleveland, Mr. Smith was a reporter for the *Cleveland Plain Dealer* early in his career. He later worked for two former Cleveland agencies, Dunlap-Ward Advertising Co. and Powers House Advertising Agency.

From 1933 to 1936 he was editor and part owner of the "Mail Bag," a direct mail publication, and then

joined the Caxton Printing Co. where he worked for three years before moving to Carr Liggett. He was with the agency for 12 years before his retirement last September.

HUGH L. SMITH

ROCHESTER, N. Y., April 10—Hugh L. Smith, 69, v.p. in charge of sales for Yawman & Erbe Mfg. Co., died unexpectedly April 6.

Belmont Radio Corp. Boosts Helt to General Sales Head

William J. Helt has been promoted to general sales manager of Belmont Radio Corp., Chicago, manufacturer of Raytheon television and radio receivers. He was television sales manager.

Mr. Helt organized and became president of Swingmaster Products Inc., manufacturer of record players and radio-record player combinations. In 1949, he was named national range sales manager for Coolerator Co., Duluth, Minn., and joined Belmont as assistant general sales manager in 1950. He was promoted to television sales manager in 1951.

Flako Products Buys Stock

The stockholders of Flako Products Corp., New Brunswick, N. J., have authorized the purchase from Arthur McCallum of all his stock in the company. The purchase price was not disclosed. Mr. McCallum is the founder and principal stockholder in the company.

KPOJ Appoints Good

L. D. (Bud) Good, formerly a display advertising sales representative for the *Portland Oregonian*, has been appointed an account executive with KPOJ, Portland.

Gardner Appointed S. M.

Frederick Gardner, formerly with Southbridge Plastics Inc., has been named national sales manager of the plastics division of Plymouth Rubber Co., Canton, Mass.



ROWLAND BROILES

The AD MAN says:

It is a pleasure to announce our membership in the American Association of Advertising Agencies. This recognition affords additional assurance to our clients of a more complete and effective advertising service.



FORT WORTH

WITH THE PUSHING PACE OF BUSINESS today, a

man's business problems won't wait. Competition won't stand still... stuff inventories won't keep... or costs stay put. New products and techniques follow each other so fast a busy man *must* keep pace with his field, no matter how crowded his business day. That's why so many of the **Best Informed Men** in every Field take their business papers home to read.

Fact is, about six out of every ten business paper readers read the business press at home, according to four studies made so far by the ARF*. This includes the home subscribers (9 out of 10 of them read *every single issue!*)... plus about one-third of the office subscribers, who report they read their copies at home.

Of course, a busy man reads his business paper regularly... even if it takes after hours time. In any industry, any marketing area, any profession, there's *no other place* where he can get a continuing stream of current information and fresh ideas on the one subject that interests him most—his own business. He not only reads his business paper; he reads it thoroughly... editorial and advertising. The editorial pages prime him with ideas... start him planning... tell him how... send him to the advertising pages to find the products, materials and services he needs. To be fully posted, he reads both!

That's why the business press can muster so much concentrated buying power in such compact and keenly interested audiences. In fact, this is the specific function of the business press. It's why you can sell more of any product... at lower cost... when you sell in the business press *first*—to the **Best Informed Men** in your Field.

*ARF's "Continuing Study of Business Papers" is sponsored by ABP. Write for a showing of the ABP film, "Research Looks at Business Paper Readership."

Best estimates indicate advertisers will spend close to \$300,000,000 in the business press in 1952. That's a whale of a lot more than in women's magazines, or general or farm magazines... and within an inch of their total investment in the weeklies! This is one more proof of the weight advertisers give to advertising direct to business... in business publications. Looking closer, you'll find ABP papers out in front in practically every field. They're all paid circulation, ABC-audited papers, of course. Even more important, they're pacing the field... working together for better editorial performance—and to help advertisers get bigger results from their business paper investment. Always look for the ABP-ABC symbols when you build your list.



THE ASSOCIATED BUSINESS PUBLICATIONS

Founded 1916

205 East 42nd Street, New York 17, N. Y. • MUrray Hill 6-4980

TEST TOWN'S REPORT CARD IS PERFECT, TOO!



No city enjoys a higher ranking than South Bend, Indiana in Sales Management's *Market Rankings By Population Group*. South Bend—"Test Town, U.S.A."—ranks *Superior* in every sales and income classification! Here is an excellent market—and a stable market characterized by *consistent superiority* in all fields. South Bend is widely recognized as being typical of the nation—a great test market! And it's served by *only one newspaper*—The South Bend Tribune. Write for free market data book entitled, "Test Town, U.S.A."



STORY, BROOKS & FINLEY, INC. • NATIONAL REPRESENTATIVES

Department Store Sales ...

Sales Index Rises; L. A. Still Lags

WASHINGTON, April 8—Department store sales are now showing gigantic increases over the corresponding week last year, but a quick look at the calendar will dispel any illusions.

For the week ended March 29, volume was 13% higher in the U. S. Nearly every city reports an increase. However, the sales only look good because they are being compared with those of the post-Easter week in 1951.

An over-all look presents this sober picture: the nation's sales for February were 4% below 1951 and sales for the first 13 weeks of 1952 were 10% below 1951.

Latest report from the Federal Reserve Board shows the downtown Los Angeles area still bringing up the rear. While sales jumps

DEPARTMENT STORE SALES INDEX

1935-39 EQUALS 100

- Week to Mar. 29, '52* p292
- Week to Mar. 22, '52* p.273
- Week to Mar. 15, '52* p.260
- Week to Mar. 31, '51* p.258
- Week to Mar. 24, '51* p.304
- Week to Mar. 17, '51* p.292

*Not adjusted seasonally.
pPreliminary.

were reported from all sides, this section had sales 4% below the post-Easter week of 1951. In January of this year, downtown Los Angeles stores had a 20% decline and in February an 11% decline.

% Change from Year Ago

Federal Reserve District and City	Month of Feb.	Mar. '52	Mar. '51
UNITED STATES	-4	-10	13
Boston District	-5	-16	72
New Haven	21	-20	22
Boston	-5	-13	10
Lowell-Lawrence	-3	0	41
Springfield	18	-21	26
Providence	-9	-21	42
New York District	-5	-11	14
Newark	-9	-8	16
Buffalo	6	-10	14
New York	6	-12	14
Rochester	-5	-16	18
Syracuse	-3	-12	15
Philadelphia District	-4	-9	21
Philadelphia	-4	-9	21
Cleveland District	-6	-4	16
Akron	-2	4	17
Cincinnati	-4	15	15
Cleveland	-3	-3	12
Columbus	-2	5	37
Toledo	-8	-7	18
Erie	0	-3	12
Pittsburgh	-12	-5	24
Richmond District	-2	-11	27
Washington	-5	-12	24
Baltimore	2	-4	32
Atlanta District	1	-11	6
Birmingham	-4	0	30
Jacksonville	-11	-13	25
Miami	-3	-13	2
Atlanta	-8	-24	4
Augusta	14	-13	-10
New Orleans	5	10	27
Nashville	7	-18	37
Chicago District	-6	-9	7
Chicago	-4	-9	10
Indianapolis	-1	-7	22
Detroit	-9	-4	2
Milwaukee	-5	1	11
St. Louis District	-3	-10	23
Little Rock	-3	-20	32
Louisville	0	-11	22
St. Louis Area	-1	-8	23
Memphis	-1	-12	21
Minneapolis District	0	-14	3
Minneapolis	10	-13	1
St. Paul	-7	-16	7
Duluth-Superior	3	-14	0
Kansas City District	-5	-12	8
Denver	-11	-24	3
Wichita	-7	-11	-5
Kansas City	1	-13	14
St. Joseph	-8	-20	11
Oklahoma City	-6	-13	9
Tulsa	3	12	13
Dallas District	2	-3	21
Dallas	-1	-10	5
El Paso	4	-20	32
Fort Worth	9	-17	18
Houston	2	4	23
San Antonio	3	7	55
San Francisco District	-6	-16	8
Los Angeles Area	-7	-14	3
Downtown Los Angeles	-11	-20	-4
Westside Los Angeles	-4	-10	6
Oakland	-9	-23	6
San Diego	-7	-4	20
San Francisco	-3	-24	9
Portland	-6	-17	2
Salt Lake City	-7	-21	5
Seattle	-4	-19	8
Spokane	-6	-7	10

r-Revised.
*Data not available.

"WHICH GETS HIGHER READERSHIP... LONG OR SHORT COPY?"

Case Study Shows:

READERSHIP DEPENDS NOT UPON LENGTH OF TEXT, BUT UPON THE INFORMATION AN AD CONTAINS.

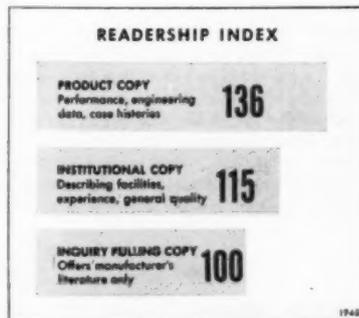
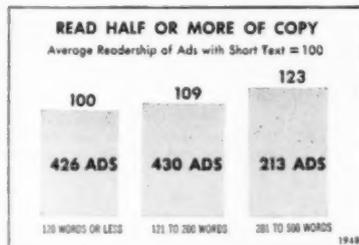


PROJECT: To measure relative readership of advertisements by length of text, information provided, and product or service advertised.

PROCEDURE: Personal interviews among 1110 readers of five issues of a leading business magazine. Readers were asked: "Do you recall seeing this ad?" "Did you read half or more of the copy?" Answers were tabulated according to length of copy, type of copy, type of product. For control purposes only full page, black and white advertisements were considered in making this analysis.

RESULTS: (1) As shown on accompanying chart, ads with long copy (200 to 500 words) scored 23% more readership, even in cross tabulation within each product group. (2) Readership levels vary depending upon type of product or service advertised. (3) Copy discussing performance or use of product and containing specific information is read better than "institutional" type of copy or "inquiry-pulling" copy.

A complete report of the study discussed in this advertisement is given in our Research Department's Laboratory of Advertising Performance Data Sheets #3230 to 3237 inclusive. If you want facts regarding this or other subjects related to business paper advertising, ask your McGraw-Hill man.



McGraw-Hill Publishing Company, Inc.

330 WEST 42nd STREET, NEW YORK 36, N. Y.



Heads NBC Radio Research

James Cornell, formerly manager of research and sales promotion in Columbia Broadcasting System's Chicago sales office, has been appointed manager of National Broadcasting Co.'s radio network research. He succeeds Howard Gardner, who has been transferred to the radio network sales department as assistant manager of the sales planning section.

Schenley Elects Gilbert V. P.

George R. Gilbert, export manager of Schenley Laboratories Inc., New York, since 1950, has been elected v.p. in charge of international operations. Mr. Gilbert joined the Schenley organization in 1941.

Previews to O'Connell

Previews Inc., New York, national real estate clearing house, has appointed R. T. O'Connell Co., New York, as advertising agency. W. Earl Bothwell Inc. formerly serviced the account.

SIMONIZ NEW LIQUID CAR WAX... BODYGARD!

Now give your car Showroom Shine in less than 10 hours... without rubbing!

It's the only Liquid Car Wax with the "Tarnish Guard".

POLISH RHAPSODY—Simoniz Co., Chicago, is placing 300- to 800-line ads like this in newspapers in major U. S. markets—via Sullivan, Stauffer, Colwell & Boyles, New York—for its new liquid car polish. The campaign, which will be supplemented by a magazine promotion later, will run until November.

Brown-Forman Bows: Denver's 47' Bottle Will Be Taken Down

DENVER, April 8—Brown-Forman Distillers Corp. gave in graciously to embottled Denverites. It has agreed to remove its 47' Old Forester bottle (AA, April 7) from the Denver skyline.

Even though only one out of three surveys taken found a majority (51%) of citizens in favor of removing the sign, the distiller announced that the bottle was coming down as a tribute to the minority "which fought so hard to have it taken down."

The largest opinion poll showed that, out of about 650 residents, 41.9% thought the bottle should stay, 34.1% wanted it down and 24% didn't care. Of the 34.1% actively opposed to the sign, Brown-Forman learned, about 55% may be classed as non-drinkers.

■ The bottle battle started out quietly enough with an editorial in the *Rocky Mountain News*. It soon had the interest of most Denverites and finally resulted in a news item in the April 7 issue of *Life*.

The bottle was erected at a cost of about \$18,000. Its site on top of the six-story Zook Bldg. was leased on a non-cancelable contract for five years at \$5,000 a year which, in addition to the cost of its removal, would set the distiller back about \$43,000. The non-cancelable aspect of the lease is now being discussed with Alden Sign Co., which rented the space.

Appoints Erwin, Wasey

Ventura Coastal Lemon Co., Ventura, Cal., grower and processor of lemon products, has appointed Erwin, Wasey & Co., Los Angeles, to handle its advertising. The company markets quick frozen concentrate for lemonade, lemon juice, orange juice and allied citrus products under the brand name of Coastal. Spot national distribution of Coastal quick frozen lemonade will be backed by advertising this summer. The agency also has been appointed to handle the campaign for the reelection of Sen. William K. Knowland.

Dairy Appoints N. W. Ayer

Delaware Valley Dairy Inc. has appointed N. W. Ayer & Son, Philadelphia, to direct its advertising. The company, located in the Trenton, N. J.-Morrisville, Pa., section, is a newly organized subsidiary of National Dairy Products Corp.

Joins Automatic Electric

Earl J. Lasworth, formerly with Andrew Geyer Inc., New York publisher, has been appointed a copywriter in the ad department of Automatic Electric Co., Chicago, telephone equipment maker.

Cella Signs 'Hopalong' Show

Cella Vineyards has signed to sponsor "Hopalong Cassidy" on the Columbia Pacific Network, beginning April 26. The program, to promote Betsy Ross grape juice, will be aired Saturdays 6:30-7 p.m. Thomas Advertising, Fresno, Cal., is the agency.

Dave Howard Joins 'Esquire'

Dave Howard, formerly promotion manager of *Living for Young Homemakers*, has joined *Esquire's* promotion department.

Boosts West Coast Rate

Parents' Magazine will increase its circulation guarantee for the Pacific Coast edition from 175,000 to 200,000, effective October. The basic rate for a b&w page will go from \$960 to \$1,100.

Berke Joins 'Graphic Arts'

Conrad Berke, formerly with Ruthrauff & Ryan, New York, has joined the *Graphic Arts Monthly* eastern sales division. He will work with R. R. Berliner, eastern ad manager.

Promotes Pyrex Sale in May

Corning Glass Works, Corning, N. Y., is launching a Pyrex color-ware sale in May, spearheaded by spreads in *Life* May 5 and 26.

Newspaper ads (300 lines) are scheduled for 74 cities plus TV participations in 33 cities. Young & Rubicam, New York, handles the account.

Lubbock TEXAS

Population over 71,300
COUNTY OVER 100,000

Avalanche-Journal
ABC CIRCULATION OVER 46,000

National Representative
TEXAS DAILY PRESS LEAGUE, INC.



Consolidated Enamel Papers cut printing costs for The Parker Pen Company

Whether it's for a man in the service or almost anyone else, there's probably no more welcome gift than a Parker "51". Highest standards of quality and craftsmanship have made it "the world's most-wanted pen."

Quite naturally, these same high standards demand the finest in full-color ad reprints and other sales materials used in Parker's extensive merchandising programs. Cost must necessarily be secondary. Yet, Parker specifies Consolidated Enamel Papers at savings that average 15 to 25% below the cost of old style premium-priced enamel papers.

The reason is simple. Parker has learned that the old rule of "getting just what you pay for" no longer applies to enamel printing papers. If you want to see why, we'll be glad to send trial sheets to your printer for comparison with any enamel paper at any price.

Finest enamel paper quality at lower cost

is the direct result of the enameling method which Consolidated pioneered. Operating as a part of the papermaking machine, it eliminates many costly steps still required by other paper makers and produces highest quality paper, simultaneously enameled on both sides, in a single high-speed operation.

Consolidated

ENAMEL PAPERS

Production Gloss • Modern Gloss • Flash Gloss
CONSOLIDATED WATER POWER & PAPER COMPANY • Makers of Consoweld plastic surfacing and industrial laminates • Main Offices: Wisconsin Rapids, Wis.
Sales Offices: 135 So. LaSalle St., Chicago 3, Ill.

Productive Capacity Can Rise 43% Between '50 and '60, 'Factory' Says

NEW YORK, April 8—Output of goods and services per worker must rise 43% between 1950 and 1960 (more than twice as fast as it rose between 1940 and 1950) if we want to continue to increase our standard of living at the same rate we did between '40 and '50 and at the same time maintain a high level of national defense.

To achieve higher industrial output there must be revolutionary changes in production methods, management concepts and personnel training.

These conclusions are presented in a series of special articles in the April issue of *Factory Management & Maintenance* on "The Factory of the Future."

■ The factory of the future, where machines will perform most of the jobs now done by men and women, is, in effect, already in operation, piecemeal, the magazine's 96-page feature says.

"Most mechanization so far has been taking the heavy muscle work out of human labor. Today, we still use the sensory mechanisms of men and women as control devices. In the future," it says, "we'll have more and more machines for this sensory perception. We'll save men and women to make decisions, to do thinking."

"You can go out this afternoon," *Factory* declares, "and place orders for the machines, equipment and control devices necessary to make automotive pistons without a single operator. You'd still need a maintenance crew. You'd also need a big pile of money and the ability to convince people you were serious. But the basic machines and the technological know-how to modify them are on the market."

■ Contrary to popular belief, automatic operation in the factory of the future is not likely to create widespread "technological unemployment," *Factory* says.

"For the next ten years," it points out, "we are faced with the prospect of a population that will increase much faster than the civilian labor force. Unless we step up the rate at which technological advances are adopted by industry, there just won't be enough workers to turn out as many goods as we'll need to keep raising our standard of living."

The publication's study reveals the following facts about what will have to be done to achieve more automatic operations:

1. Organizational changes will be necessary. There'll be no room for "little kingdoms" and "little Napoleons." Instead there will tend to be a sort of Navy "task force" setup in management organization.

2. Two general grades of workers will be needed. Now we have unskilled, semi-skilled and skilled workers. In the future there will be less use for semi-skilled workers.

■ 3. It will be necessary to spend more time and effort on training

to develop the skills needed and to equip more people to make fast operating decisions. Industrial television may play an important role in training programs.

4. One of the common arguments against highly automatic machinery is that maintenance is too costly. This isn't so, *Factory* contends. In well run automatic operations, it says, maintenance cost per unit of output has gone down from pre-automatic levels.

5. There will be greater penalty for failure because with more complex machines investments will be bigger. Bad decisions or faulty maintenance will be costly.

6. Increased automatic operations, *Factory* says, will do away with the monotonous, repetitive kind of job. Men will be saved to do the thinking and to make non-

routine decisions. Operating decisions will have to be made so fast in an automatic plant there won't be time for going up through the chain of command. More specialists and teams of specialists will be needed.

■ 7. "Packaged" servites will be the thing in the factory of the future. Small packaged boilers already are on the market. Utilized heating, steam, air and electric power will make it possible to plan plant services around modules. Unit substations on the roof, where they won't occupy much-needed floor space, are suggested.

"Industrial evolution is not a smooth progression," *Factory* says. "Big forward steps come when some individual plant 'takes a flyer' into the future. Competition and broad economic forces then dictate how fast others must follow."

Applies for Station License

Cole E. Wylie, owner of KREW, Sunnyside, Wash., and KREM,

Spokane, has applied to the Federal Communications Commission to establish a second radio station in Lewiston, Wash. Lewiston is now served by KRLL at a frequency of 1350 kilocycles. Mr. Wylie expects to install a 250-watt station on 740 kilocycles, transmitting during daylight hours only at the start.

Hays Corp. Promotes Sprague

Phil Sprague Jr., advertising manager of Hays Corp., Michigan City, Ind., manufacturer of combustion instruments, has been named executive v.p. Paul B. LeBoeuf, former ad manager of A. O. Smith Corp., water heater division, Kankakee, Ill., will succeed Mr. Sprague as ad manager of Hays.

Hughes Co. Appoints Agency

K. A. Hughes Co., Boston, maker of Salicon pain and cold relief, has appointed Ingalls-Miniter, Boston, to handle its advertising. The company has been without an agency for a year. A campaign of 30-line ads in Boston newspapers is under way, and it is planned to fan out into other areas soon.

TV Consultant Groups Join

Noran E. Kersta and Frank E. Mullen have combined their television consultant operations on the East and West Coasts. Mr. Kersta was director of National Broad-casting Co. television until 1949 when he formed his own consultation and advisory service in Garden City, N. Y. Mr. Mullen, formerly executive v.p. of NBC, has been operating a consulting service for the radio, television and motion picture fields in Los Angeles since 1949.

PRMC Goes International

Public Relations Management Corp., New York, has become an international operation with the joining of Public & Industrial Relations Ltd., Montreal. President Kenneth J. McArdle has been elected a director of PRMC.

F&S&R Names Rockwell A.E.

Fuller & Smith & Ross, Chicago, has appointed Dudley N. Rockwell, formerly an account executive and sales manager with Dallas Jones Productions, Chicago, an account executive.

First IN RADIO

IN WFIL-

for Drugs



P.A.R.D.

**2,300 INDEPENDENT DRUGGISTS
PUSH WFIL-ADVERTISED PRODUCTS**

An exclusive arrangement with the Philadelphia Association of Retail Druggists and its affiliates now makes WFIL "the voice of the independent druggist" in the heart of this rich coverage area. Here's a tailor-made plan for you to cash in on full co-operation by 2,300 druggists who account for 75 per cent of Philadelphia's retail drug volume. Here's a plan which once again gives a head start in merchandising to WFIL advertisers!

DISPLAYS!

Each week a different product will be featured on an eye-catching WFIL Spotlight Drug display set up in PARD member stores. This tremendous point-of-sale impact can be yours—exclusively—for seven days!

RADIO JACKPOT!

A daily telephone jackpot quiz is featured on the PARD-sponsored Skip Dawes disc jockey show. Cash awards go to consumers who can answer a question on the Spotlight Drug of the week, and to the druggist who submitted the winner's entry blank. A sure-fire gimmick to pull customers to your display.

DIRECT MAIL!

The Spotlight Drug of the week is promoted through PARD direct-mail product notices to members in Philadelphia and seven neighboring counties. WFIL designates the product with PARD's prior approval.

EFFECTIVE SPOTS!

Any WFIL-advertised drug product which uses the equivalent of six minute spots a week for 13 weeks is eligible for the Spotlight Drug promotion. When you schedule WFIL you hit hard in an area with 6,800,000 people and more than \$9 billion in buying power.

FOR FULL DETAILS CONSULT

**COUPON
THE WEST
AT LOW COST
IN JUNE**

(SEE PAGE 84)

(ADVERTISEMENT)

Columbia Names Maier

H. W. Maier Jr., formerly manager of the Dallas office of John E. Pearson Co., has been named account executive to represent CBS spot radio and television in the southwestern states, with headquarters in Memphis.

Victor Enters Retailing

Gilbert Victor, one-time advertising promotion manager of *Printers' Ink* and *Chain Store Age*, has become a partner in Gilbert & Leonard, Manhasset, N. Y., home accessories store.

HSMA Is Hotel Association

AA erroneously reported March 31 that Shepard Henkin had been appointed membership director of the Hospital Sales Management Assn. Actually, the group is the Hotel Sales Management Assn.

NAAN Adds Ryder & Ingram

Ryder & Ingram, Oakland, Cal., has been elected to membership in the National Advertising Agency Network. This brings the total number of active members in NAAN to 29.



SCHLITZ SWITCH—Miss Pennsylvania of 1951 (Claire Lippert) clutches a light switch in the form of a Schlitz bottle to turn on a new spectacular on Pittsburgh's Sycamore St. clock for the Joseph Schlitz Brewing Co. Lending moral support are (from left): Henry Posner, president of Pittsburgh Outdoor Advertising Co., who designed the sign; Lewis E. Wheeler, Schlitz' administrator of sales, and James Dykes, manager of merchandising for the Milwaukee brewer.

Nesco Buys Fleck Inc.

Nesco Inc., Chicago, has purchased the business of Fleck Inc., originator and manufacturer of the infra-red broiler. Terms of the purchase were not disclosed. Nesco intends to continue selling the Fleck broilers now on the market and will introduce a new family-size broiler and motorized roasting-type broiler with the Nesco name in the next few weeks.

Agency Gets 'Camera Craft'

Richard & Gunther, New York, has been appointed to direct advertising for *Camera Craft*. A newspaper campaign will begin immediately. At the same time the agency appointed Marc Schneider, formerly with Murray Director Associates Inc., New York, to the art department.

Freeland Joins Kling Studios

Fred Freeland, formerly program coordinator of the TV department of Paramount Pictures Inc. and television director of Ruthrauff & Ryan, has been appointed director of Kling Studio's motion picture and television department in Chicago.

Too Many Retailers Make a Profit on Advertising: Isaac

NEW YORK, April 8—"Many retailers make as much gross profit out of their advertising departments as they do out of general merchandising departments. They receive from local newspapers preferred local rates. But they pass on to the manufacturer the higher national rate, plus all the production costs. The net difference of the two rates is the retailer's gross profit. This practice has become the rule rather than the exception."

This and other practices were called "cancers in today's marketing system" by Clancy Isaac, president of Tricolor Corp., Newark, in a talk at a student marketing conference at Columbia University last week. He said the practice of manufacturers having to foot the bill for retail advertising fosters bad merchandising.

■ Much of the blame for such practices, he said, must be borne by the manufacturers themselves. To gain business and acceptance for products, manufacturers are offering "the moon" to retailers. Wholesalers also were criticized by Mr. Isaac. He said their salesmen in too many instances are merely order takers, and wholesalers refuse to stock a product unless there are steady calls for it. This practice, he contended, prevents the manufacturer from gaining distribution so that he can then do more effective advertising.

Hildner Joins BofA

Charles M. Hildner, formerly Chicago regional manager of F. W. Dodge Corp., consumer marketing service organization, has been appointed chain store manager for the Chicago office of the Bureau of Advertising, American Newspaper Publishers Assn. He succeeds F. Wesley Geerer, who resigned to join the *Chicago Herald American*. Before joining Dodge, Mr. Hildner was on the advertising staff of the *Chicago Tribune*.

MERCHANDISING

adelphia

... America's Third Market

for Food



500,000 FOOD FAIR CUSTOMERS WEEKLY STOPPED BY SPECIAL MERCHANDISING DISPLAYS

Food Fair, one of the nation's leading supermarket chains, has made a special co-operative agreement with WFIL covering its Philadelphia-area stores. Now WFIL can offer advertisers valuable point-of-sale merchandising and a strong tie-in with a successful women's show. You'll reach an estimated 500,000 shoppers at point-of-sale each week under this plan. Here's another example of how WFIL leads Philadelphia radio stations in merchandising sponsors' products.

DISPLAYS!

Special merchandise displays for qualifying WFIL advertisers will be erected each week in 35 busy Food Fair markets. A different advertiser will be featured every seven days on these attractively-designed displays. It's an ideal way to put your product in position where it can't be missed by a half-million shoppers!

POINT-OF-SALE CO-OPERATION!

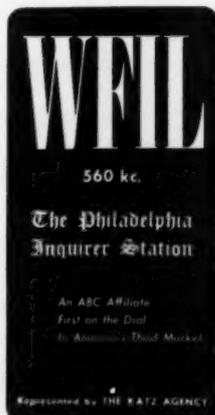
Wherever possible, Food Fair will use point-of-sale and other display material prepared and furnished by the advertiser. This is a worthwhile plus to the basic merchandising plan—a plan that's worth real money to every food advertiser.

COVERAGE IN 35 SUPERMARKETS!

Food Fair is one of the three leading supermarket chains in Philadelphia. You cover these markets by taking part in WFIL's merchandising plan: Philadelphia, Trenton, Chester, Wilmington, Atlantic City, Coatesville, Bryn Mawr, Jenkintown, Norristown, Camden, Collingswood, Vineland.

PARTICIPATION!

WFIL's Spotlight Foods Service is available to advertisers who buy three or more participations a week in the popular Mary Jones Show, for a minimum of 13 weeks. This show has proven pulling and selling power throughout the 14-County Philadelphia Retail Trading Area, where WFIL's voice is strongest.



THE KATZ AGENCY OR WFIL

WATERLOO DAILY COURIER

First

AMONG IOWA DAILIES IN LOCAL FOOD ADVERTISING LINEAGE FOR 1951

1,586,375 LINES

... Only the Courier does a first class selling and merchandising job in Iowa's greatest agricultural industrial market—Waterloo and big, rich, 16-County area!

Contact the Courier today—directly or through their National Representatives.

* Lineage too big to register food advertisers.

Waterloo Daily Courier
WATERLOO, IOWA

NEW BERN NORTH CAROLINA

New Bern is the buying center of Craven County's—

\$39,996,000.00

effective buying income.

The Sun-Journal, New Bern's only newspaper will cooperate in building sales for you.

REQUEST MORE FACTS—ADVERTISE IN NEW BERN
Nationally Represented by

WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices
in all principal advertising centers
—GET OUR CITY ZONE FOLDER—

Smith Named Tempco Ad Head

Marvin E. Smith, formerly ad manager for the plumbing and heating division of Crane Co. and also once associated with Thor Corp., both of Chicago, has been named ad manager of Tempco Co., Nashville, Tenn., maker of gas heating equipment and clothes dryers.

Shasta Water Names Agency

Russell, Harris & Wood, San Francisco, has been appointed by Shasta Water Co., San Francisco bottler of Shasta water and beverages, to direct its advertising.

Olian Adds Dixie Mills

Olian Advertising, St. Louis, has been appointed to direct advertising for Dixie Mills Co., East St. Louis, Ill., feed producer. The company sells south of the Ohio River and east of the Mississippi River. Radio, newspapers, point of purchase and direct mail will be used.

Appoints Guenther, Brown

Central Battery Co., Cincinnati maker of automobile storage batteries, has appointed Guenther, Brown & Berne, Cincinnati, to direct its advertising.

DAVENPORT

WINS IOWA
BASKETBALL TITLE
IN 1950-1951-1952!

IOWA
CHAMPS
3 YEARS
STRAIGHT



Carl Widsath, DHS star center, polishes three IOWA title trophies

DAVENPORT NEWSPAPERS

CONTINUE TO BE

IOWA'S LINEAGE CHAMPS

26,852,182 LINES!

(1951 TOTAL — EDITOR and PUBLISHER)

When you play for top share of \$402 million Quad City market join the team most favored by retailers and manufacturers year after year. Back a winner!

**MORNING
DEMOCRAT**

Sunday
DEMOCRAT & TIMES

Evening
DAILY TIMES

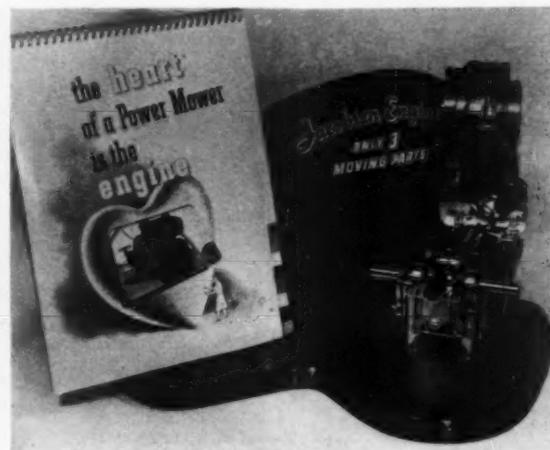
Serving the Quad-Cities of

DAVENPORT, IOWA; ROCK ISLAND, MOLINE, and EAST MOLINE, ILLINOIS
HEADQUARTERS: DAVENPORT, IOWA

Represented Nationally by JANN & KELLEY, INC.

USE
DAVENPORT
NEWSPAPERS TO
BREAK SALES
RECORDS
NOW!

DAVENPORT
DES MOINES
SIOUX CITY
CEDAR RAPIDS
WATERLOO



HEART OF THE MOWER—Since Jacobsen Mfg. Co. is one of the few manufacturers of power mowers that still makes its own engine, it plans to give the engine special attention during 1952. This cut-away model of the engine is being made available to dealers below cost.

Jacobsen Launches its Largest Ad. Sales Promotion Drive for Line of Power Mowers

RACINE, April 8—Jacobsen Mfg. Co. this spring will launch the biggest advertising and merchandising program in its history to boost sales of its power lawn mowers.

In the years since World War II, power mowers—previously confined to golf courses, parks and similar operations—have won increasing acceptance as home appliances.

This year, Jacobsen will seek to broaden consumer acceptance for its line through an intensive drive in *Better Homes & Gardens*, *Country Gentleman*, *Farm Quarterly*, *Flower Grower*, *House Beautiful*, *House & Garden*, *National Geographic Magazine*, *Rotarian*, *The Saturday Evening Post* and *Sunset Magazine*.

The schedule includes color pages in *BH&G* and the *SEP*. The account is handled through Bert S. Gittens Advertising, Milwaukee.

In addition, the company has set up a promotion designed to reach the professional users, who supported the industry during the years preceding consumer acceptance of the power mower.

Business publications which go to golf course superintendents, park officials, cemeteries and municipal leaders will be used by the company for this phase of its promotion.

Advertising designed to reach the ultimate buyers of the machines is only a part of the overall plan, however.

One of the principal problems faced by power mower manufacturers has been the establishment of a dealer organization that is stable enough to survive in a business that is essentially seasonal in nature.

Jacobsen this year will conduct a series of 400 dealer sales clinics for the purpose of showing dealers how they can use their power mower sales as a basis for promoting sales of other gardening equipment.

The company has produced a sound, color slide film to highlight the main features of the Jacobsen mower. It also includes a series of typical sales situations which arise in the dealer's showrooms, and demonstrates the proper method for handling each situation.

The film is followed in the sales clinics with a discussion of the proper use of the dealer advertising kit, which is supplied gratis. The kit contains a wealth of sales and promotion aids designed to help the dealer plan a well-rounded local campaign.

It includes proofs of full-page newspaper ads, radio commercials, window posters, decals, folders, a 64-page booklet covering the history of the company, its policies and products. Illuminated window signs and electric clocks also are available.

The dealer material is designed to accent the quality of Jacobsen reel-type mowers, which are made on a production line basis in the company's Racine, Wis., plant.

Special attention also is being devoted to the company's two subsidiaries—Johnston Lawn Mower Corp., Ottumwa, Ia., which builds reel-type mowers for the home market and handles its own sales through wholesale outlets, and Worthington Mower Co., Stroudsburg, Pa.

The Worthington organization began in 1914 as a manufacturer of tractors and gang mowers and was purchased by Jacobsen in 1945.

Several years later, Jacobsen acquired the Standard rotary power mower—then manufactured in Lebanon, Ind. Facilities for producing the rotary disc mowers were set up at Stroudsburg. They are now manufactured under the Worthington name but are sold and serviced through the Jacobsen organization. Worthington, however, continues to manufacture, sell and service tractors and gang mowers through franchised dealers.

Jacobsen is one of the few power manufacturers which still builds its own engine. Convinced that the two-cycle engine is the ideal power-plant for mowers, the company is supplying each dealer with counter display portfolios that point out desirable features of the engine.

In addition, it is supplying chrome-plated, moving cut-away mounted models of the engine to accent the quality and simplicity of the product.

Jacobsen also is banking on its service schools to help build acceptance for its products. During the winter season, the company conducts schools throughout the country to instruct dealer service men in the proper methods of repairing and adjusting every type of Jacobsen reel mower and Worthington rotary mowers.

The company is convinced that proper servicing of mowers now in consumers' hands is vital to maintenance of future sales.

Foster Leaves 'Druggist'

Wallace Foster, national advertising manager, has resigned from *American Druggist*.

Maywood Park Sets Ad Drive for '52 Trotting Season

CHICAGO, April 10—The Maywood Park Trotting Assn. tomorrow will start to publicize its 59-day trotting season, which starts April 15.

Newspaper advertising to announce the opening will consist of 375-line ads Friday in two Chicago papers, with the same ads being repeated next Tuesday in the other two local dailies. During the remainder of the meet six 35-line ads per week will be used on a rotational basis, so that each of the papers will share equally.

Outdoor advertising will consist of 15 24-sheet posters at key arterial locations in the Chicago area. In addition, 21x44" outside cards will be used on some Chicago Transit Authority bus lines and on Chicago & West Towns Railways buses. Inside car cards will be used on Chicago, Aurora & Elgin trains and Bluebird Coach Lines buses.

■ The radio portion of the campaign calls for sponsorship of the Bud Campbell Sports Review (WIND, Sun., 7:30-7:45 CST) and a total of 27 spots per week on four stations. Spots also will be used on the late-night "Chez Show" over WMAQ.

Three Chicago-area weekly magazines also will carry 35-line ads during the season.

Batten, Barton, Durstine & Osborn is the agency.

Hood Chemical Sets Largest East Coast Newspaper Effort

PHILADELPHIA, April 8—Hood Chemical Co. has timed the largest newspaper campaign in its history to break in the midst of the nation's spring housecleaning furor.

About 30 newspapers in the East are being used to promote the company's 33 Bleach and E-Z liquid starch on a 39-week schedule. Spot radio is also being used on 19 stations in the Hood sales area, which runs from Maine to Florida and as far west as Cleveland. No TV time has been taken for the drive.

■ An improved E-Z starch is being introduced in the campaign. The new product, tested in the Midwest, is made with a new formula which includes more solids and is made to withstand varying climates. Copy for both the newspaper and radio phases was pre-tested by Hilton & Riggio, New York, the Hood agency.

The company expects to expand its distribution area gradually until it is national, and ad schedules will grow accordingly, AA was told.

Belmont Appoints Butler

Belmont Radio Corp., Chicago maker of Raytheon television and radio receivers, has appointed James R. Butler sales promotion manager. Formerly, Mr. Butler was national sales promotion manager of Free Sewing Machine Co., Rockford, Ill., and Beverly Hills, Cal.

PATERSON NEW JERSEY

3rd City in New Jersey Covered With THE PATERSON CALL

In 1950 the Paterson Call carried 51% MORE

Department Store advertising than the other Paterson paper.

REQUEST MORE FACTS—ADVERTISE IN THE CALL

Nationally Represented by

WARD-GRIFFITH CO.

The Ward-Griffith Co. maintains offices in all principal advertising centers — GET OUR CITY ZONE FOLDER —

Opens Ad Photo Studio

Charles Kenlee, who has had a photography studio in New York since 1947 servicing agencies and magazines, has opened a new studio at 149 W. 54th St., New York. The studio is equipped for processing color photos and the production of all types of color prints. It is also able to deliver rush color prints over the weekend if an emergency requires it.

Everfast Fabrics Campaigns

Everfast Fabrics Inc., New York, will run a seven-page section in the May Harper's Bazaar to promote its Truly American cottons made wrinkle-resistant by Everglaze. Five dress makers will feature garments made with Everfast cottons in the promotion. Sterling Advertising, New York, is the agency.

Philco Closed-Circuit Show Seen by 20,000

NEW YORK, April 9—Twenty thousand TV dealers took a good look last night at Philco Corp.'s promotion plans for five new models.

The Philco dealers took their hour-long look in front of TV sets, as the company put on a nationwide closed circuit telecast. It was the largest such coast-to-coast, multi-city meeting ever held.

William Balderston, president of Philco, and Joseph McConnell, president of National Broadcasting Co., told about Philco's campaign from NBC's Center Theater here. Pickups were handled from Chicago, Washington and other New York studios.

Talks by Mr. Balderston and Mr.

McConnell chiefly concerned the summer political conventions, which Philco will sponsor over NBC's radio and TV networks (AA, Jan. 7). The five new Philco TV sets are called Campaigner models.

Promotes Father's Day Offer

Buxton Inc., Springfield, Mass., will make a combined Father's Day and June gifts promotion of a two-for-one special offering of a billfold and key-container for \$5. The schedule includes This Week Magazine (June 1), Life (June 2), Look (June 3) and the June issue of Seventeen. Business papers and direct mail also will be used. Amos Parrish & Co., New York, is the Buxton agency.

KFWB Names Branham Co.

KFWB, Los Angeles, has appointed Branham Co., San Francisco, to represent it nationally.

PEORIA ILLINOIS

Buying Center for the Rich 18 County PEORIA Area Market, Blanketed With THE PEORIA JOURNAL STAR
1—LARGEST Circulation in Illinois.
2—LARGEST Metropolitan Market in Illinois* . . . Pop. 250,612.
3—"BEST Test Market in Midwest" says every S.M. Test Survey.
4—WHOLESALE SALES 2 1/2 TIMES LARGER than any other Illinois City.*
*Except Chicago
WRITE FOR YOUR NEW PEORIA FACT FOLDER. Represented Nationally by

WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices in all principal advertising centers — GET OUR CITY ZONE FOLDER —

LIVE ACTION DEMONSTRATION IN GIANT SIZE

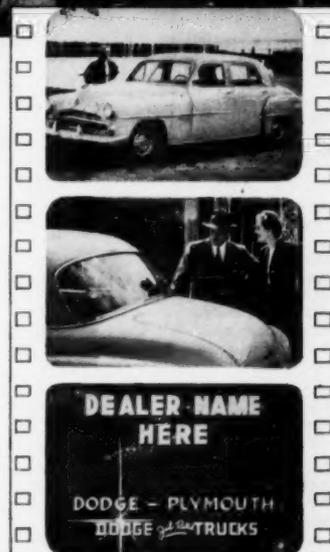


DODGE Dealers use SPOT MOVIE ADS to Demonstrate Latest Models to Theatre Audiences

Movie Advertising is the one medium that combines sight, sound, action and color, plus GIANT SIZE — for dramatic live-action demonstration. That's why SPOT MOVIE ADS in theatres are used so successfully by Dodge Dealers — and many other leading advertisers.

Dodge SPOT MOVIE ADS appear in selected theatres in the neighborhoods of Dodge Dealers . . . get the undivided attention and interest of each Dealer's best prospects while they're gathered together, comfortably seated, relaxed and receptive. A Dealer signature at the end of each film turns interest into easy action.

Find out how you can put the powerful impact of SPOT MOVIE ADS to work for you — in any or all of 15,000 available theatres. Call or write our nearest office for full information.



MOVIE ADVERTISING BUREAU

NEW YORK: 70 East 45th St.
CHICAGO: 333 North Michigan Ave.
NEW ORLEANS: 1032 Carondelet St.

KANSAS CITY: 2449 Charlotte St.
CLEVELAND: 526 Superior N.E.
SAN FRANCISCO: 821 Market St.

Rock Island Selects Its Centennial Year to Sell Self as 'Your Railroad'

Uses Extensive Magazine Campaign in Effort to Personalize Operations

By JARLATH J. GRAHAM

CHICAGO, April 9—The first railroad to build a bridge across the Mississippi River has decided to "sell itself to the people."

On Oct. 10 this year the Chicago, Rock Island & Pacific Railroad Co. will mark its 100th year of operation. And by that date the railroad expects to be well along in its campaign to convince people that when they "buy a fare they buy a share" in the Rock Island.

It is breaking away from what it terms the "static" advertising done by most railroads today—i.e., ads that deal only with certain trains, schedules, equipment, etc. Instead, the Rock Island is conducting an extensive magazine and newspaper campaign to emphasize the theme "Your railroad . . . the Rock Island."

The new approach started last month with a four-color spread in *The Saturday Evening Post*. Additional spreads have been scheduled for *Newsweek* and *Time*. Half and two-thirds pages, some two-color and some b&w, will run in *Holiday*, *National Geographic Magazine*, *The New Yorker* and the *Post*.

Too few railroads, in the Rock Island's opinion, have told the public that "without you, we can't survive—and we exist only for you."

As Bill Hayes, PR director and assistant to J. D. Farrington, president of the road, puts it: "The public must understand the rail-

road's problems—if they do, they'll be loyal to the road and will use it. In this new approach we tell them 'We're not asking you to help us—you're helping yourself. We bring things to you, and we take you wherever you want to go.'"



J. D. Farrington



Wm. Hayes

This approach to the people is necessitated, the Rock Island feels, at least in part, by the relationship between the railroads and the Interstate Commerce Commission. In the exercise of its control over the nation's railroads, the ICC has "tended to destroy individuality," the road explains.

"We want every one of our passengers to feel that every time he purchases a ticket he is buying an interest in his railroad—the Rock Island," President Farrington says. "That every time a ship-

per entrusts his produce or merchandise . . . on the Rock Island his interest is multiplied many times.

"While there is nothing new or revolutionary in this analysis of corporation ownership, it is new in the respect that it will be publicized by a major railroad. We feel it is a job of informing and educating that cannot be accomplished overnight. . . . As these messages are publicized, we believe that, in 'chain reaction' fashion, more and more people will think and realize that every time they buy a fare, they also buy a share in 'their' railroad."

The Rock Island couldn't have picked a better time in which to "sell itself" to its customers and to its employees. In conjunction with its 100th anniversary in

October, celebrations will be held in numerous cities along its 8,000-mile system. At that time, representatives of the road will get a chance to make personal contact with many of the merchants and townspeople at whom the road's "personalized" campaign is directed.

To reap maximum benefit from its centennial, the Rock Island has helped form local committees in on-line cities to work with newspapers in publicizing the event. These same committees also try to get local merchants to tie in with the centennial ads to be run in on-line newspapers.

A special brochure reviewing the Rock Island's 100 years of operation is being prepared for the centennial celebration, which will wind up with a gala pageant in the city of Rock Island on Oct. 10.

Rock Island's "your railroad" approach is not the first time the road has tried something new in its advertising.

In July, 1950, it became the first



SELLING A RAILROAD—This four-color spread is the second in the Rock Island's new 'your railroad' campaign. It is scheduled to appear in *Time* (April 14) and *Newsweek* (April 21). Henri, Hurst & McDonald is the agency.

railroad in the country to sponsor a live television program, when it signed to sponsor newscasts by Clifton Utley once a week over

NBC. And the development of commercials for this 15-minute show is a story in itself. Bill Hayes shopped around for

Because its audience represents one of the largest concentrations of college graduates reading any major magazine in the world today

TIME

THE WEEKLY NEWSMAGAZINE

in cooperation with 1037 U. S. colleges and universities

has completed

THE MOST COMPREHENSIVE STUDY OF THE U. S. COLLEGE GRADUATE EVER ATTEMPTED

and proudly announces a milestone-book on this subject,

published by Harcourt, Brace & Co.

PORT HURON

MICHIGAN

A Wealthy Market For Your Product Blanketed By The

PORT HURON TIMES HERALD

1. Port Huron is one of Michigan's Key Cities over 58,000 pop.
2. Buying center for the Thumb and River District.
3. Diversified Industry & Farming.

SEND FOR OUR PORT HURON MARKET FOLDER

Internationally Represented by

WARD-GRIFFITH CO.

The Ward-Griffith Co. maintains offices in all principal advertising centers. GET OUR CITY ZONE FOLDER

prices on making some one-minute film strips to be used on the program, and found that they would cost from \$2,000 to \$2,500 apiece.

So he decided to make his own. Assembling a camera crew and equipment, he rode the Rock Island system until he had accumulated some 20,000 feet of 16mm color film on the road's passenger and freight operations.

■ Total cost of the project: \$47,000. And for this, here's what Rock Island got:

1. Enough footage to take care of the initial requirement of 26 one-minute film strips (which alone would have cost \$50,000-\$60,000 at outside prices).

2. Enough footage to make at least three short films. One of these, "Golden Journey," a 30-minute film covering passenger operations, was released last October, and currently 40 prints of it are in circulation. "And I could use 400," says Bill Hayes. Another film, "Wheels of Progress," cov-

ering freight operations, was released in February, 1951.

The third film is a ten-minute survey of the over-all aspects of the Rock Island's operation, narrated by Mr. Farrington, and in it he tells about the road's new advertising campaign.

■ The film strips used on the Clifton Utley show (which Rock Island recently signed to sponsor for another year) include descriptions of such unusual items as hump retarders (little "fingers" that reach up and grab the wheels to slow down a freight car when it is being humped in the yards) and an apparatus that can unload an entire grain car in just one operation.

The Rock Island quite naturally expected that its TV efforts would stimulate interest in the road, but Bill Hayes says they were just a little surprised when a manufacturer walked into the office one day, said he had seen the show and wanted to build a plant that would be serviced by the railroad.

The Rock Island has a flexible budget for its TV and radio spot advertising, but total expenditures, including magazines and newspapers, run about \$650,000 annually. This year, due to the centennial celebration, the expenditure is expected to run considerably higher.

Henri, Hurst & McDonald is the road's agency.

■ The Rock Island's bridging of the Mississippi in 1856 was more than just an important "first" in this country's railroad history.

Shortly after the bridge was opened, a steamboat crashed into it, caught on fire, and burned out the center span of the bridge. The Rock Island sued the steamship company in federal district court, and the road's attorney was a rising young lawyer named Abraham Lincoln.

The Rock Island lost its case in the lower court, but Lincoln took it all the way to the Supreme Court. The high court reversed the decision, on Lincoln's plea that the railroad had just as much right

to carry on commerce in an east-west direction as the steamship company had to operate from north to south.

The Supreme Court's decision established, from that day forward, the right of a railroad to bridge a navigable river or stream.

Lilyette Starts Promotion

Lilyette Brassiere Co., New York, will run its largest newspaper campaign during spring and summer. About 42 newspapers will be used to promote its new Fantasia bra and other styles. In addition, color ads will be used in Sunday magazine sections. Gilbert Advertising, New York, is the agency.

Boosts Steinkamp to S. M.

William H. Steinkamp, who has been industrial field sales manager since 1943, has been promoted to sales manager of the industrial division of Minneapolis-Honeywell Regulator Co., Philadelphia. He succeeds L. Morton Morley, who continues as v.p. of the Brown instruments division.

JWT Publishes 7th Population Report

CHICAGO, April 8—J. Walter Thompson Co.'s seventh edition of "Population and Its Distribution," published by McGraw-Hill Book Co., carries several interesting additions.

Among these are tables reflecting a changed concept of markets, which list 162 metropolitan markets, based on the 168 markets set up by the Bureau of Census, and 436 urban markets. JWT uses county lines for the entire U. S., whereas the government uses the township lines peculiar to New England in setting up its market areas there. This accounts for the fact that JWT comes out with 162 rather than 168 markets. Chief reason for JWT's difference in choice is that it considers county lines more desirable for marketing purposes.

■ Other additions to the book are the listing of retail sales by seven kinds of business for every county and for every place over 2,500; an alphabetical list which now includes all incorporated and unincorporated localities with a population over 1,000, and a large colored map showing the different classes of markets.

Significant trends revealed since the book's sixth edition in 1941 include an increase of over 19,000,000 in population; an increase in birth rate (which reached a record high of 27.0 per 1,000 population in 1947), and a general migration from rural and metropolitan to suburban areas.

The book costs \$15 a copy.

Warn 'Trade Union Courier' Is Not AFofL Publication

The National Better Business Bureau and the American Federation of Labor are warning business men that the *Trade Union Courier* is not an AFofL publication. Solicitors for the paper have been stating that it is an AFofL paper and that its purpose is to combat communism.

Some companies, the bureau reports, have received unauthorized billings for anti-communist copy. Ad rates range from \$1,000 a page down to \$50 for a sponsoring donation. The union said the "American Federation of Labor does not have any publication which solicits advertising at any time."

Chlorophyll, Drug Companies Merge, Increase Research

American Chlorophyll Inc., Lake Worth, Fla., and Strong, Cobb & Co., Cleveland, drugs and pharmaceuticals maker, have merged their businesses.

The aim of the merged company is to manufacture chlorophyll drug products and extend research on the healing properties of the product. A company spokesman pointed out there is a shortage of chlorophyll, which the new company hopes to help alleviate.

Campbell-Ewald Adds Space

Campbell-Ewald Co., Detroit, has leased the entire fourth floor of the new Remington-Rand Bldg., 2978 Grand Blvd., as an annex to house several departments. The main headquarters of the company will continue on the fourth floor of the General Motors Bldg.



On sale at all bookstores
Price \$4.00

THEY WENT TO COLLEGE

The College Graduate in America Today

By ERNEST HAVEMANN & PATRICIA SALTER WEST

QUINCY

MASSACHUSETTS

Fourth (4th) Market in Massachusetts Covered By The

QUINCY PATRIOT-LEDGER

\$119,599,000 Effective buying income

\$99,277,000 Retail Sales

Quality of market index 112

Advertise and sell in Quincy

ASK FOR OUR RETAIL DISTRIBUTION SURVEY

Manufactured by

WARD-GRIFFITH CO.

The Ward-Griffith Co. maintains offices

in all principal advertising centers

— GET OUR CITY ZONE FOLDER —

KARK Promotes Dowden

A. C. Dowden, who has been on the sales staff of KARK, Little Rock, Ark., has been promoted to local sales manager. Vern Spidahl, formerly commercial manager of KAVE, Carlsbad, N. M., has joined the sales staff.

KLAC-TV Promotes Forbes

Don Forbes, production manager with the station since it went on the air in September, 1948, has been promoted to executive director of KLAC-TV, Los Angeles.

**ROCKY MOUNT
NORTH CAROLINA**

One of the nine LARGEST cities in North Carolina, offering a field rich in Agriculture, Manufacturing, Tobacco Culture and Marketing and served by its only newspaper, the **Evening and Sunday Telegram**

SEND FOR OUR STANDARD MARKET DATA BOOK
Nationally Represented by

WARD-GRIFFITH CO.

The Ward-Griffith Co. maintains offices
in all principal advertising centers
— GET OUR CITY ZONE FOLDER —

**Arthur Rippey & Co.
Gets Three Awards
from Denver Adclub**

DENVER, April 8—Arthur G. Rippey & Co. won awards in three categories in the Denver Advertising Club's national magazine ad-of-the-year competition. Awards were made by sales representatives of Curtis Publishing Co.

The Rippey agency won its awards in the following classifications for the clients indicated:

B&W consumer magazine ad—Prepared for Colorizer Associates, Chicago paint manufacturer, and appearing in House & Garden.

Color consumer magazine ad—Prepared for Colorado Flower Growers Assn. and appearing in House Beautiful and House & Garden.

Trade publication ad—A series of six ads prepared for the Denver Post and appearing in ADVERTISING AGE.

■ Ad-of-the-year awards in the color consumer magazine and trade publication categories also went to Galen E. Broyles Inc. (for a State of Colorado ad) and to

Axelsson Advertising Agency (for a Denver & Rio Grande Western Railroad ad), respectively.

Awards also were made in two other categories: to the Bradley Lane agency for a color trade publication ad prepared for Noreen Inc., and to Record-Stockman Publishing Co. for the best agricultural trade ad, prepared for Painter Herefords.

Morey, Humm Enlarges

Morey, Humm & Johnstone, New York, has increased the space it occupies in the Empire State Bldg. by one-third. Expansion is due to increased billing and the growth of the agency's staff.

Wissahickon to Ramsdell & Co.

Wissahickon Yarn Co., Jenkintown, Pa., has named Lee Ramsdell & Co., Philadelphia, to handle the advertising and promotion for Wyco wool and nylon hand knitting yarns.

Lazarr to Wittner Advertising

Henry Lazarr, formerly ad manager of Ebasco Services Inc., New York, engineering, construction

and business consulting organization, has joined Fred Wittner Advertising, New York, in an executive capacity.



CIGAR GIRL—Susanne Sayres, the "Phillies Cigar Girl," is flanked by Hal James (left), radio and TV director for Ellington & Co., and John A. Quigley, v.p. in charge of sales and advertising for Bayuk Cigar Co. Cutouts are of Ned Sparks and Bobby Clark (left), who will appear in TV commercials for Bayuk. At right are cutouts of Lee Bowman and Florenz Ames of the "Ellery Queen" show, which Bayuk sponsors beginning April 16.

**Bayuk Will Invest
\$500,000 Apiece in
Newspapers and TV**

PHILADELPHIA, April 8—Newspapers and television will get more than \$500,000 apiece from the Bayuk Cigar Co. this year for advertising the new "super mild Phillies" cigar.

The campaign was set after a survey among cigar smokers in key cities which led to development of a cigar "that is fashioned as closely as possible to smokers' stated desires."

Bayuk will sponsor "Ellery Queen" (ABC-TV) Wednesday evenings at 9 p.m., EST, beginning April 16. The show stars Lee Bowman. Live and filmed commercials featuring Bobby Clark and Ned Sparks, cigar smokers both, will be used. The "super mild" message will also have identification in the "Phillies Cigar Girl," Susanne Sayres.

■ Ads in about 95 newspapers—mostly large space—will feature photos of the TV show celebrities. Copy will stress the "super mild" quality of the new Phillies and its "rich Havana tobacco blended with fragrant domestic tobacco."

At point of sale there will be full-color counter and window display cards and life-size cutouts of the TV celebrities and the Cigar Girl.

Ellington & Co. is handling.

Ferrin to Make TV Film Series

Frank Ferrin, Hollywood producer, has signed a five-year contract with Brown Shoe Co., St. Louis, and its agency, Leo Burnett Co., Chicago, to produce a new series of "Smilin' Ed McConnell and Buster Brown Gang" films for television, and to release the taped radio program of the same name. The TV series, now in its third year, will go on the Columbia Broadcasting System television network. The radio program has been on National Broadcasting Co.'s network for the past 10 years.

Durstine Gets Pacific Can

Pacific Can Co., San Francisco, has shifted its account from the Harrington-Richards division of Fletcher D. Richards Inc. to Roy S. Durstine Inc., San Francisco.

**SALISBURY
NORTH CAROLINA
1-MARKET
1-NEWSPAPER
1-COST**

**The Salisbury Post
Nothing Counts but Results**

Nationally Represented by
WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices
in all principal advertising centers
— GET OUR CITY ZONE FOLDER —

Summer

'BOOM STATE'



THE tremendous impact of Station WGY on an enlarged summer-time audience is ably demonstrated by one of WGY's sponsors—the Catskill Game Farm. In 1951, this organization abandoned its advertising schedule in newspapers and other radio stations to use WGY exclusively. Through spot announcements in the morning and night-time stations breaks, the result was a 250 percent increase in attendance.

Reaching all the summer resorts in the Adirondack, Catskill and Berkshire Mountains and Vermont, sales messages carried by WGY also reach the many tourists and vacationers in Saratoga Springs, Lake George, Lake Champlain and Cooperstown, New York.

The WGY area is surely one of America's foremost vacation areas.

Motorists visiting "WGY-Land" learn the station's location on the dial through seven striking, colorful 8 x 24' Scotchlite billboards which are located on the major traffic arteries leading into the "17th State."

You can realize outstanding results by doing your summer selling on Station WGY.

-810 on your dial
50,000 Powerful watts
affiliated with **NBC**

WGY
A GENERAL ELECTRIC STATION

The Capital of the
17th State*

The WGY area is so
named because its
population exceeds
that of 32 states.

Represented by
NBC Spot Sales

Copyright Fees Are Doubled for Private Canadian Stations

TORONTO, April 8—Privately owned Canadian radio stations this year will have to double the fees they have been paying to the Composers, Authors & Publishers Assn. of Canada. And the amount paid by the Canadian Broadcasting Corp. also will be higher, according to a new rate formula issued by the Copyright Appeal Board in Ottawa.

The proposed rate change was announced by the board at the close of the Canadian Assn. of Broadcasters convention (AA, March 31). An emergency session was held following the convention, to consider the new formula.

Fees for a private station now will amount to 1 3/4% of gross revenue. The CBC, which does less commercial broadcasting than other stations, will pay 1 1/4% of its gross, plus 1% per capita of population. The ruling is retroactive to Jan. 1, 1952.

In the past, fees have been based on the number of radio sets in Canada. The charge was 14¢, with the CBC paying 7¢ and private stations as a group paying the other 7¢.

It is estimated that private stations this year will pay \$350,000 in fees, compared with \$154,421 last year. The CBC would pay about \$175,000, compared with \$154,421 in 1951.

Broadcasters are concerned over the departure from the 15-year-old principle of basing copyright fees on the number of licensed radios. Their main point is that music publishers should not be entitled to a percentage of revenue derived from news, sports and other non-commercial broadcasts.

Financially, they indicated that the payment at some small stations will be increased ten times. Such a tremendous increase will seriously cut into the funds usually set aside to develop Canadian music and talent, they feel.

In several instances, smaller communities may actually be deprived of broadcasting service.

Some 30 to 35 smaller stations in Canada will be very seriously affected, said T. J. Allard, CAB general manager. Nearly half their revenue—and in some cases more than half—comes from non-musical programs.

Another worrisome point to the broadcasters is the fact that the new Copyright Appeal Board order will permit inspection of books of Canadian broadcasters by a publishers' organization which is a subsidiary of U. S. interests.

WOR-TV Signs Two Sponsors

"Talk to the Stars," a 15-minute interview show with Happy Felton as emcee, which follows the Brooklyn Dodger telecasts over WOR-TV, New York, will be sponsored this season by Tide Water Oil Co., New York, and Melville Shoe Corp., New York. Lennen & Mitchell is the agency for the former; Neff-Rogow handles Melville.

SHEBOYGAN WISCONSIN

A Wealthy Market For Your Product Blanketed With The SHEBOYGAN PRESS

1. Sheboygan is one of Wisconsin's key cities over 52,000 population.
2. Home of Prange's, world's largest department store in a city the size of Sheboygan.
3. Diversified Industry.

SEND FOR OUR SHEBOYGAN MARKET FOLDER

WARD-GRIFFITH CO.

The Ward-Griffith Co. maintains offices in all principal advertising centers. — GET OUR CITY ZONE FOLDER —

Winslow Leaves; McMasters Joins Dowd, Redfield Agency

Eleanor Winslow has resigned as merchandising director of Dowd, Redfield & Johnstone, New York, to devote full time to her independent merchandising service to agencies and advertisers in the soft goods, cosmetics, fashions, packaged drug products and periodical publishing fields. The agency will be among her clients.

Gene McMasters, formerly advertising manager of Denver Chemical Mfg. Co., New York, has joined the agency as assistant to the executive v.p. Mr. McMasters will service the agency's drug and cosmetic accounts.

Worden Named Ad Manager

H. T. Worden, formerly with General Motors Corp., Detroit, has been appointed ad manager of Langendorf United Bakeries Inc., San Francisco. He succeeds Glenn Ray, who plans to engage in sales management in the Bay Area.

Appoints Dorothy Fey

Dorothy Fey, formerly with Hiram Ashe Associates and Steve Hannagan, has been elected executive secretary of the U. S. Trademark Assn., New York. She succeeds Henry B. King, who has resigned to join the Office of Defense Mobilization.

Appoints Michener & O'Connor

The General State Authority of the Commonwealth of Pennsylvania, a public corporation created by the Pennsylvania General Assembly, has appointed Michener & O'Connor, Harrisburg, Pa., to handle its financial and legal advertising.

Diller to Austin-Western

Robert H. (Bob) Diller, formerly special events and news editor and commentator on WIND, Chicago, has been appointed assistant advertising and sales promotion manager of Austin-Western Co., Aurora, Ill., manufacturer of construction equipment.



THIS IS LEE WARD — (Another W-G Salesman)

Lee A. Ward started selling with the Chas. H. Eddy Co., rising to the Presidency in 1936. Eleven years ago (1941) the Eddy Co. consolidated with Bryant, Griffith & Brunson Co. Lee continues as President and General Manager of the resultant Ward-Griffith Co. Lee was President of the American Association of Newspaper Representatives in 1951; Lee, or any of our salesmen, will be delighted to give you all the assistance in their power. All business is local! Buy newspaper advertising.

Please note individual advertisements of our newspapers throughout this issue.

WARD-GRIFFITH CO. DAILY NEWSPAPER REPRESENTATIVES

Park Lexington Building	Place 5-7028	NEW YORK
Wrigley Building	Superior 7-3485	CHICAGO
General Motors Building	Trinity 3-6565	DETROIT
Stalder Office Building	Liberty 2-8668	BOSTON
22 Marietta Street	Walnut 1331	ATLANTA
215 Builders Building	5-8020	CHARLOTTE
Russ Building	Yukon 3-3-8628	SAN FRANCISCO
Lincoln Liberty Building	Locust 7-4379	PHILADELPHIA

GET OUR CITY ZONE FOLDER

TBA Topics

THE CHAMPION COMI

SINCE THE AVERAGE NUMBER OF SERVICE STATION VISITS PER MOTORIST IS 92 TIMES YEARLY, "THE MAN AT THE PUMP" IS POTENTIALLY THE WORLD'S GREATEST SPARK PLUG SALESMAN.

SPARK PLUGS WERE FIRST ASSEMBLED IN THE U. S. IN 1905, WHEN ALBERT CHAMPION BEGAN OPERATIONS IN A SMALL BOSTON GARAGE. TODAY, MORE THAN \$137 MILLION WORTH ARE SOLD ANNUALLY, APPROXIMATELY 50% THROUGH SERVICE STATIONS.

\$600 MILLION

KEY MEN IN MAJOR OIL COMPANIES AND INDEPENDENT JOBBER ORGANIZATIONS (REGULAR READERS OF NATIONAL PETROLEUM NEWS) SPEND MORE THAN \$600 MILLION YEARLY FOR TBA ITEMS TO STOCK THE STATIONS THEY SUPPLY.

"TO REACH THE MAJOR OIL COMPANY AND INDEPENDENT MARKETING MEN WHO DETERMINE WHAT BRAND OF SPARK PLUGS WILL BE OFFERED FOR SALE THROUGH THEIR SERVICE STATION OUTLETS, WE ADVERTISE CONTINUOUSLY IN NATIONAL PETROLEUM NEWS," SAYS H. ROY BUTTS, SALES MANAGER, MERCHANDISING DIVISION, THE ELECTRIC AUTO-LITE COMPANY.

SERVICE STATIONS ARE FAST BECOMING THE MAJOR OUTLET FOR TBA SALES. TO WIN A PLACE FOR THEIR PRODUCTS IN OIL COMPANY AND JOBBER PROGRAMS, TBA MANUFACTURERS HAVE INITIATED ADVERTISING CAMPAIGNS IN NATIONAL PETROLEUM NEWS.

NATIONAL PETROLEUM NEWS

1213 WEST THIRD ST. ★ CLEVELAND, OHIO
OFFICES: IN NEW YORK • CHICAGO • PHILADELPHIA • HOUSTON • LOS ANGELES

*TBA IS THE OIL INDUSTRY'S DESIGNATION FOR TIRES, BATTERIES AND ACCESSORIES

A Platt Petroleum Publication

Housewives Have a Dangerous Job: Their Injury Rate Is the Highest

CHICAGO, April 8—The private power industry has been given some startling statistics on America's "forgotten casualties"—disabled homemakers. And the pri-

vate utilities and electrical appliance makers were told there is a great deal they can do to help this group.

The problem of the handicapped housewife was outlined last week by Dr. Howard A. Rusk in an address before the annual sales conference of the Edison Electric Institute. Dr. Rusk is head of the institute for physical medicine and rehabilitation at New York University's Bellevue Medical Center.

■ Dr. Rusk laid down these cold facts:

1. Homemakers experience more illness at every age than women workers.

2. The accident rate for homemakers exceeds that for men workers by 132%.

3. Housewives sustain a third of

all serious injuries. The occurrence of orthopedic impairments, varicose veins, liver disorders and other chronic ailments are two to five times as great among homemakers as among their husbands.

4. There are an estimated 10,000,000 handicapped women in the nation. Among them are 759,000 with orthopedic impairments, whose ranks increase by 29,180 each year, 4,000,000 women cardiacs and 100,000 adult women who are blind or partially blind.

■ Dr. Rusk pointed out that these statistics make disabled housewives the largest handicapped occupational group in the country. He noted that "in all our social planning for the handicapped, the disabled homemaker has been overlooked."

In outlining the work done at his rehabilitation center, Dr. Rusk stressed that there is no one cure-all. He explained that a home management training program must be prescribed "on the basis

of the individual needs of the patient." However, a common denominator in these programs is electrical kitchen equipment which enables the handicapped housewife to conserve energy.

Dr. Rusk said that, although the program is only in its initial stages, it has been found that women can regain self-reliance and resume their normal occupations.

■ A report on what electrical utilities can do was presented by Elizabeth Williams of the Monongahela Power Co. Miss Williams told the Edison meeting that the electrical industry has "a wonderful opportunity" in these programs. She said participation can bring a utility (1) better public relations, (2) better promotion and sale of electricity, (3) better sales of better equipment, and (4) better job satisfaction in helping people.

A start has already been made. Miss Williams reported that task committees have been set up to



CITY SERIES—Fensholt Co., Chicago, assembled this ad for McNally Pittsburgh Mfg. Corp. for the May Fortune. It's the first in a series featuring individual cities and industrial power plants which use washed coal.

represent the Edison Electric Institute, the National Electric Manufacturers Assn. and the American Medical Assn.

■ A suggested plan of action for these committees includes:

1. Research to be conducted by the medical profession. Object: to find facts which will enable disabled homemakers to live a life of usefulness in the home.

2. Development by the medical groups of technical resource data which would "influence design and production of equipment by manufacturers."

3. Preparation of teaching manuals for use by physicians, nurses, patients and their families. The utilities and appliance makers could help produce books, pamphlets, films, charts and exhibits.

4. Promotional material produced for well people by the utilities and manufacturers. Pamphlets would show installation ideas, uses of equipment, gadgets, etc. This material also could be incorporated in sales training and advertising programs of companies.

Utilities and manufacturers interested in a health program were urged by Miss Williams to conduct training courses for employees, include work saving tips in promotion folders and ads, supply space on display floors for a model kitchen and offer assistance to disabled homemakers.

Two Join Swink Advertising

Howard Schoenmeyer, formerly with Griswold-Eshleman, Cleveland, has been appointed to the art staff of Howard Swink Advertising, Marion, O. Robert Barrett, previously coordinator of the creative departments of Kroger Co., Cincinnati, has joined the agency's creative department.

Time Inc. Transfers Kelly

Frank Kelly has been transferred from the Detroit office of Time Inc. to the Cleveland office. He is manager of the office, succeeding D'Orsey Hurst.

Simetz to Sneider Advertising

Franklin M. Simetz, formerly copy chief of Modern Age Advertising, has joined A. M. Sneider Advertising, New York, as copy chief.

DAYTONA BEACH FLORIDA

Florida's Year 'Round Resort Reached by DAYTONA BEACH NEWS-JOURNAL

1. Daytona Beach is an unusual test market; its thousands of visitors come from all over the U.S., Canada, Cuba and South America. Its Summer seasons now rival its Winters in tourist popularity.

2. Over \$59,000,000 effective buying income.

3. Over \$60,000,000 retail sales.

4. A quality market index of 139.

5. 1950 total advertising 11,416,160 lines.

SEND FOR OUR ADVERTISERS' MERCHANDISING PLAN

Represented by V. J. Obermayer Jr. in Jacksonville and nationally represented by

WARD-GRIFFITH CO.

The Ward-Griffith Co. maintains offices in all principal advertising centers

— GET OUR CITY ZONE FOLDER —

In Philadelphia more people tune to WPTZ

than any other TV Station



When ARB measured the TV viewing habits of Philadelphians for the entire year of 1951, WPTZ led in 48.9% of all the 15-minute periods. That's nearly as much as Philadelphia's other TV stations combined!

WPTZ—Philadelphia
NBC TV-AFFILIATE

1600 Architects Building, Philadelphia 3, Pa.
Phone LOcust 4-5500 or NBC Spot Sales

WARD-GRIFFITH CO.

The Ward-Griffith Co. maintains offices in all principal advertising centers

— GET OUR CITY ZONE FOLDER —

Appliance Salesmen Severely Criticized at Edison Institute

CHICAGO, April 8—Poor selling was blamed last week for the current slump in major appliance sales.

Speakers at the annual sales conference of the Edison Electric Institute said bluntly that appliance salesmen are lazy.

This indictment was pressed by R. J. Miller of the Cleveland Electric Illuminating Co. and E. P. Werley of the Pennsylvania Power & Light Co. Both suggested that the appliance salesmen go back to school and learn how to sell.

Mr. Werley is of the opinion that companies have too many old swivel chairs. He said sales managers become rooted in these chairs and forget about an aggressive selling program.

However, Mr. Miller thinks salesmen are just as sluggish when they are standing up. He said:

"In too many instances, the appliance salesman merely puts his hands in his pockets, points at the product with his feet, says, 'Ain't it a beauty?' steps back three paces and waits for the order."

Mr. Miller noted that major appliance sales "are lagging 30% to 50% behind the first quarter of 1951." He pointed out that this decline comes in the face of all-time highs in family incomes, savings, employment and discretionary buying power.

The record sales of 1950 and 1951 were produced by "scare appliance buying, not selling," Mr. Miller stated. He told the electric utility people that "we're still riding on the cumulative effect of these two years with good kilowatt-hour increases each month." But he warned that something must be done about the present sales decline "if we are going to maintain some semblance of our growth rate."

To show advertisers "what happens after you spend your money to drive a prospect to the store," Mr. Miller quoted from a one-town study made by Dan E. Clark & Associates.

This report showed that "on the average, appliance salesmen only took three of nine positive selling steps with each prospect." The Clark survey said these are some of the things which go on inside a store:

- When all of the floor salesmen were idle—not one of them busy with a customer—it usually took almost two minutes before the salesman even approached the prospect.

- When all of the salesmen were busy, in only 45% of the cases studied did a salesman verbally acknowledge the presence of the prospect.

- After a "so-called presentation," in only 21% of the instances did a salesman take the prospect's name and address.

- The salesman actually asked the customer to buy only 44% of the time.

Mr. Miller said the survey also

showed "that appliance salesmen are a courteous lot—in 87% of the instances, the salesmen thanked the customer for 'dropping in.' I'm not sure whether it was courtesy—or whether they were just plain happy to see the customer go so that they could get back to their 'kibitzing.'"

After running the appliance salesmen into the ground, Mr. Miller told his audience he had the wherewithal to lift them up. The answer? A \$250 package training course which includes six recordings, six full-length films, six trailer films, six salesman's manuals and six leader's guides.

Mr. Werley, the anti-swivel chair executive from Pennsylvania, said his company really began to increase revenue by launching a year-round promotion for commercial electric cooking equipment.

He related that this required intensive training for salesmen in

all phases of electrical cooking. Mr. Werley added that personal customer contacts were stressed. "In 1950, our salesmen averaged 300 calls per 100 food service customers," he said.

Other sales tools recommended by Mr. Werley were:

1. Letting a customer use equipment on a trial basis.
2. Display of electric kitchen in the utility's 24 district offices.
3. Cash payments to salesmen for any all-electric installations of 25kw or more.
4. Sponsorship by the utility of shows at which manufacturers display their equipment.

Knight Adds Three Accounts

Vick Knight Advertising, Los Angeles, has been appointed to direct advertising for Mesiter Co., sewing machine manufacturer; Benson-Lehner Corp., business machine producer, and Nu-Age Products Inc., toy maker.

Two Join Dowd Agencies

Norman Byron, formerly art director of Benton & Bowles, New York, has been appointed associate art director of both John C. Dowd Inc., Boston, and Dowd, Redfield & Johnstone, New York. Harry Dodsworth, formerly with Ruthrauff & Ryan, has joined the copy and plans staff of John C. Dowd Inc.

Campaigns for Merit Paint

Merit Paint Co., Cleveland, will use newspapers and television during April in Buffalo, Cleveland, Detroit and Pittsburgh. As part of its campaign, the company is offering a Sally Satin paint cap with every purchase of Ever-Satin paint. Ohio Advertising, Cleveland, is the agency.

Leete & Co. Adds Two

H. M. Leete & Co., San Francisco, has been appointed to handle advertising for American Marine Paint Co. and Robert S. Ingram, insurance broker, both of San Francisco.

Haverhill Buying Power means... More Profits for You!



And in Haverhill, Massachusetts it's the Gazette—

A trading zone population of 104,479 with retail sales over \$52,843,000. You can't afford NOT to use the Haverhill Gazette in your campaign.

Request more facts—Nationally Represented by

WARD-GRIFFITH CO.
The Ward-Griffith Co. maintains offices in all principal advertising centers — GET OUR CITY ZONE FOLDER —

BBDO Newsletter

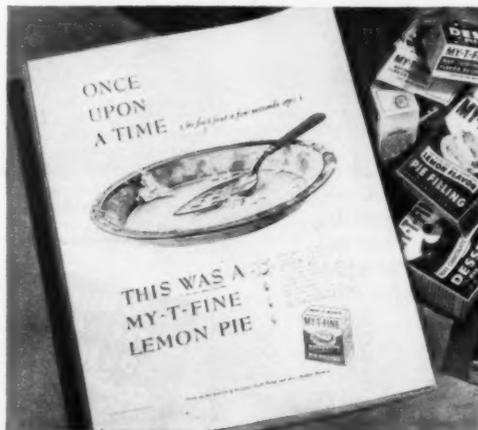
1. Rexall Radio
2. Complex Simplicity
3. Clean Plate
4. Pulling Power



1 Amos 'n' Andy, one of the nation's top radio shows, visits seven million homes (Sundays, CBS). Now in their second year of sponsorship by the Rexall Drug Company and 10,000 independent Rexall Family Druggists. Freeman Gosden and Charles Correll lend their inimitable personalities to friendly but highly effective selling of the Rexall line. Rexall is a client of BBDO Los Angeles.



2 In this 10- by 14-inch full-color advertisement prepared for Libby, McNeill & Libby by BBDO Chicago, there are pictures of four people and 23 products, plus one headline, one selling slogan and 23 two-line blocks of copy. Startling result: simplicity! Like all Libby color ads, this one will be seen in thousands of stores. It was especially designed for adaptation as an attractive point-of-sale poster.



3 A clean plate is one of a cook's best rewards. Maybe that's why this advertisement for My-T-Fine Lemon Flavor Pie Filling made such a tremendous hit when it ran in Ladies' Home Journal, Woman's Day, and Family Circle. The "pie that wasn't there" proved to be a first-class stopper. Here's proof that it pays to break the "rules" of food advertising every now and then.



4 Famous wrestlers can't snap "Scotch" Brand Filament Tape—it's strong enough to strap huge cartons or tow a truck. But as headliners of an industrial advertising campaign, they are helping break sales records for this BBDO Minneapolis client. Says R. P. Carlton, president: "The campaign has succeeded to a degree which we would have considered 'wishful thinking' at its outset."

ELIZABETH NEW JERSEY

A Wealthy Market For Your Product

Covered By The

ELIZABETH DAILY JOURNAL

THREE QUARTERS of Union County's \$417,354,000 business is done in The ELIZABETH DAILY JOURNAL'S Trading Market. Advertise in the ELIZABETH DAILY JOURNAL.

ASK FOR ADDITIONAL MARKET FACTS

Nationally Represented by

WARD-GRIFFITH CO.

The Ward-Griffith Co. maintains offices in all principal advertising centers — GET OUR CITY ZONE FOLDER —

In CANADA

39% of the

English-speaking Families

read

The STAR WEEKLY

Ask for Information

WARD-GRIFFITH CO.

The Ward-Griffith Co. maintains offices in all principal advertising centers — GET OUR CITY ZONE FOLDER —

TV Makes Women Read Newspaper Ads Closely, Swanson Tells Minneapolis Adclub

MINNEAPOLIS, April 9—If television has any effect on readership of newspaper ads, it is to make women read them more closely, according to Dr. Charles Swanson.

But that applies only to local ads, and Dr. Swanson, who is research director of the University of Minnesota's school of journalism, doesn't pretend to know the reason why.

Addressing a recent meeting of

the Minneapolis Advertising Club, he said his conclusions were based on separate readership surveys of the *Minneapolis Star*, *Tribune* and *Sunday Tribune*. The surveys were made with the assistance of Jack Haskins, journalism instructor, during October, 1950, and October, 1951.

■ In attempting to analyze why women with TV sets read ads more



We have the Right Combination...



★ LARGEST AND RICHEST MARKET IN TEXAS

A market of 1,600,000 people with an annual effective buying income of \$2,225,000,000.



★ COVERED BY TEXAS' LARGEST NEWSPAPER

Over 215,000 net paid Sunday and over 235,000 (M & E) net paid daily.

This is the kind of combination that is necessary to sell your products . . . a rich, ready-and-able-to-buy market with proven newspaper coverage. In the metropolitan Fort Worth area there are 113,700 families with an annual buying income of \$505,215,000. The 100-county trading area consists of 536,000 families with an annual buying income of \$2,225,000,000. This is distributed among food, drug, automotive, furniture, household, radio, general merchandise, wholesale and other outlets. The daily and Sunday Star-Telegram is read and accepted deep in the hearts and minds of these families. Tell them what you have to sell through the Star-Telegram.

WRITE Amon Carter, Jr., National Advertising Director, for complete market and circulation analysis.

The FORT WORTH STAR-TELEGRAM
AMON G. CARTER, publisher

LARGEST CIRCULATION IN TEXAS

without the use of schemes, premiums or contests — "Just a Good Newspaper"



NATURALIZED—Bill Beard, president of the Associated Business Publications, receives certificate by which he was "naturalized into the Empire of Texas" by the Houston adclub. Jack Shannon (right), club president, hands over the authorization along with 2,500 "big Texas bucks." Ceremony took place at a combined meeting of the adclub and the Houston chapter of the National Industrial Advertisers Assn.

closely, Dr. Swanson said he has considered such factors as possible higher income and lower age brackets of TV owners. But a breakdown of readership samples along those lines showed no significant difference.

Why doesn't this same ad-reading difference show up among men? Again, Dr. Swanson had no answer.

"Our studies are not conclusive," he emphasized, "but they do furnish new evidence on the growing conviction that TV has only minor influence on newspaper reading; existing differences have a tendency to balance out."

■ Comics section readership for persons with TV is consistently lower, Dr. Swanson said. This is in line, he added, with the theory that entertainment functions of other media have been affected most by television.

To illustrate his findings that women with TV pay more attention to local ads, Dr. Swanson cited the following example:

A large Minneapolis department store ad was read by 59% of TV women, only 43% of non-TV women; a men's clothing store ad, 18% of TV women, 3% of non-TV; a furniture store ad, 18% of TV, 9% of non-TV.

■ As for men, Dr. Swanson said that in his 1950 studies of 16 local department store ads he found that non-TV men read "significantly more" than TV men. But in the 1951 study, based on 25 ads, there was no difference between the two groups.

For national advertising, however, the studies turned up another story.

In 1951, for 90 ads, non-TV men read more of them than television men did, but not enough to be significant. Nor was there any difference among women readers, even when the national ads were

broken down into various categories, by subject.

■ Dr. Swanson also told adclub members about the success of a new household product (he wouldn't reveal the name) that was introduced in the Minneapolis market with a full-page ad in the *Star* and *Tribune*. No other ad medium was used.

Within three days, the product virtually was sold out, he reported. A readership study of the ad showed that seven out of ten women readers remembered it. And a follow-up survey revealed that only those women who had read the ad purchased the product.

The University of Minnesota readership surveys have been conducted since 1944. The actual surveys and the tabulation and interpretation of results is done by the university. Financing for the project, however, comes from journalism research grants made by the Minneapolis Star & Tribune Co.

NEWSPAPERS READ MORE IN TV HOMES: NELSON

CHICAGO, April 8—Advertising is more carefully read in homes where there are television sets, according to Carl J. Nelson of Publication Research Service.

Mr. Nelson said that all department store, national, local and classified newspaper advertising, except amusement advertising, has a higher readership in TV homes than in non-TV homes.

Referring to an extensive survey made by his organization of eight newspapers in TV areas, Mr. Nelson reported that, by and large, the readership of newspaper editorial content is about the same in TV and non-TV homes, except for one department—sports.

■ He reported that TV sets make sports fans more avid newspaper readers. "Men in TV homes are consistently better readers of sports

FOURTH INTERNATIONAL ADVERTISING CONVENTION

May 8, 1952
THE PLAZA HOTEL
New York City

to be
PREVIEWED
in the
MAY 5th
ISSUE

EXPORT TRADE
and SHIPPER

pages than men in non-TV homes," he said.

Discussing the application of readership study findings, Mr. Nelson said that because advertisers are after women's attention, his company has established a list of the type of stories it has found in surveys which nearly always attract more than 50% of women readers. He listed the following:

1. Cost of living stories.
2. Health of mother and baby stories; unusual births.
3. Returning vets stories.
4. Juicy trial stories, such as the Tallulah Bankhead case.
5. Deaths of civic leaders or prominent neighborhood persons.
6. Prominent Hollywood brows, of the Tone-Payton variety.
7. Unusual accidents to babies and children.
8. Weather stories, especially storms and unusual damage stories.
9. Stories of pets.
10. Unusual fashion twists.
11. Stories about education or specific educational controversies.
12. Unusual feminine deeds.
13. "Princess" stories, including Margaret Truman.
14. "Mink coat" or government scandal stories.
15. Stories about kidnappings.

Miller Furniture's 1952 Campaign Will Feature Eames Chair

ZEELAND, MICH., April 8—Herman Miller Furniture Co. plans a campaign this fall confined exclusively to its new molded plywood chair designed by Charles Eames.

Spearheading the series of consumer ads will be a four-color page in the September *Living for Young Homemakers*. Similar page ads are scheduled for October issues of *Better Homes & Gardens* and *House & Garden* and the November issue of *House Beautiful*.

Ads will break early this summer in *Furniture World*, *National Furniture Review* and *Retailing Daily*. Institutions will carry a series from June through November.

Dealer aids consisting of ad mats, floor and window displays, and a fact sheet for salesmen will supplement the space advertising.

Alfred Auerbach Associates, New York, is the agency.

Jersey Fair Trade Illegal

The New Jersey superior court has ruled that fair trade minimum price maintenance is illegal without "signed contracts." The decision was based on a suit brought by Johnson & Johnson and McKesson & Robbins against Charmley Drug Co., Newark. The plaintiffs were refused declaratory judgments calling invoice legends legal fair trade contracts. The two companies plan to appeal.

Robert Dore Joins Reimers

Robert M. Dore, formerly executive v.p. with Esmond & Dore, New York, has joined Carl Reimers Co., New York, as v.p. and account executive.

Ball & Grier Moves

Ball & Grier, Utica, N. Y., public relations consultant, has moved to 266 Genesee St.

LYNCHBURG VIRGINIA

A Metropolitan Market as defined by Sales Management, the City of Lynchburg's 1950 per capita retail sales (\$1,250) were 36% higher than the U.S. average.

ONLY the NEWS-ADVANCE covers this basic Virginia market.

ADVERTISE IN LYNCHBURG—GET OUR MARKET FOLDER

Nationally Represented by

WARD-GRIFFITH CO.

The Ward-Griffith Co. maintains offices in all principal advertising centers — GET OUR CITY ZONE FOLDER —

Alaska Stations Sign Four New Advertisers

In the new business columns of the Midnight Sun Broadcasting Co.'s stations—KFAR, Fairbanks, and KENI, Anchorage, Alaska—are the following advertisers: Procter & Gamble, one-minute announcements for Spic & Span (Blow Co.); Lang & Co., newscasts for Gold Shield coffee (Pacific National).

Also added are Avoset Co., chainbreaks for Avoset and Qwip (Harrington-Richards); J. A. Folger & Co., minute announcements for Folger coffee (Raymond R. Morgan Co.).

Pilgrim Adds Account

Wright & Huber Inc., Chicago maker of office forms, has named Pilgrim Advertising, Chicago, to direct its advertising.

Strauss Joins Wyckoff

Harry Strauss, formerly manager of WDOV, Dover, Del., has been appointed operations manager of Wyckoff Advertising, San Francisco.

Metropolitan
PEORIA
250,000
POPULATION

"BEST TEST MARKET in The Midwest,"

... say Agency and Advertising Executives in Sales Mgmt. Surveys.

... DEFINITELY A *Major MARKET!*
PEORIA JOURNAL STAR 96%
Daily Coverage Ratio-to-Homes

Passenger Car Registrations
UP 58% in Last 5 Years!

Metropolitan Peoria has an average of 1.04 Passenger Cars per family... 58% more than in '46.

Passenger Cars—(1951).....80,416
Passenger Cars—(1946).....50,849
5 Year GAIN.....29,567

*Copr. 1951, Sales Management Survey of Buying Power

PEORIA



JOURNAL STAR

Daily Circulation Exceeds 100,000
Nat'l. Repr., WARD-GRIFFITH CO., INC.

- Alliance Review
Ashland Times-Gazette
Ashtabula Star-Beacon
Athens Messenger
Bellefontaine Examiner
Bellevue Gazette
Bowling Green Sentinel-Tribune
Bucyrus Telegraph-Forum
Cambridge Jeffersonian
Celina Standard
Chillicothe Gazette
Circleville Herald
Conneaut News-Herald
Coshocton Tribune
Delaware Gazette
East Liverpool Review
Elyria Chronicle-Telegram
Findlay Republican-Courier
Fostoria Review-Times
Fremont News-Messenger
Geneva Free Press
Hamilton Journal News
Lenton Tribune
Kenton News-Republican
Lancaster Eagle-Gazette
Legan News
Marietta Times
Marion Star
Martins Ferry Times-Leader
Marysville Tribune
Middletown Journal

OHIO SELECT LIST
Newspapers
REPRESENTED BY
JOHN W. CULLEN CO.
1319 TERMINAL TOWER, CLEVELAND, OHIO
NEW YORK CHICAGO CINCINNATI

- Mt. Vernon News
Newark Advocate
New Philadelphia Times
Painesville Telegraph
Piquette Call
Parsmouth Times
Ravenna-Kent Record
Salem News
Sidney News
Tiffin Advertiser-Tribune
Troy News
Uhrichsville Chronicle
Urbane Citizen
Van Wert Times-Bulletin
Warren Tribune Chronicle
Washington C. H. Record-Herald
Wilmington News-Journal
Wooster Record
Xenia Gazette
Zanesville Times-Recorder & Signal



it takes
BOTH HALVES
to do a job...

Ohio is the 5th largest market in the United States... if you reach it all! Retail sales total \$6,622,697,000.* The important part from cities and towns of less than 100,000 population, beyond the influence of metropolitan papers on your list, exceeds retail sales in such important states as Kentucky, Tennessee, Oklahoma and Kansas. Retail sales in the area covered by Ohio's home-town dailies exceeds that of 34 states. And these sales are where good distribution and dealer organizations mean excellent service to the consumer and rapid turnover. WRITE, PHONE OR WIRE AND ASK THE OHIO SELECT LIST MAN TO CALL AND EXPLAIN THE EASY "ONE ORDER-ONE CHECK" WAY OF COVERING OHIO.

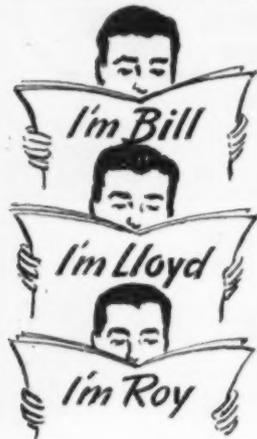
*Sales Management—Survey of Buying Power

*One order...
One check!*

Bridgeport Adclub Elects

John Huston, advertising and sales manager of Bridgeport Gas & Light Co., has been elected presi-

dent of the Advertising Club of Bridgeport. H. Glenn Chaffer, with the General Electric ad department, has been named v.p.



*Among the
3 of Us...*

**we do a mighty fine
job of rapid and
effective distribution
of radio releases
and news mats.....**

Write for "Press Proofs"

DERUS ASSOCIATES
14 WEST LAKE ST CHICAGO 1, ILL

Robinson Appoints Casmir

James Robinson Inc., maker of antique English silver, china and reproductions, has appointed Casmir Advertising, New York, to handle advertising. Consumer publications and direct mail will be used.

Bucklin Joins John Dowd Inc.

Charles Bucklin, formerly on the research staff in the New York office of Foote, Cone & Belding, has joined John C. Dowd Inc., Boston, as assistant director of media and research.

Three Stations Buy TV Show

"Goin' Places with Gadabout Gaddis," a TV production by Beacon Television Features, Boston, has been sold to WBZ-TV, Boston; WRGB, Schenectady, and WTMJ-TV, Milwaukee.

Lockwood Named Sales V. P.

Justice Lockwood has been promoted to v.p. in charge of sales of American Brass Co. He has been manager of the company's Buffalo branch. His headquarters will be in Waterbury, Conn.



TEN HIGH'S BACK—James McConnell (left), acting ad manager of Hiram Walker Inc., Detroit, talks over details of a newspaper campaign to re-introduce Ten High straight bourbon with C. J. LaRoche, president of C. J. LaRoche & Co., New York agency recently named to handle the promotion. Ten High, one of the largest Hiram Walker sellers before the war, was withdrawn from the market when the distiller's large Peoria plant was converted for war alcohol production.

Rheem Names Goodfellow S.M.

William S. Goodfellow, formerly regional sales manager in Chicago, has been appointed general sales manager of Rheem Mfg. Co., New York, manufacturer of steel shipping containers, heaters, ranges, and other appliances. C. V. Coons continues as v.p. in charge of sales. Mr. Goodfellow has been with Rheem for the past 17 years.

Burton Joins Spero Productions

Robert Burton, formerly with WEWS, Cleveland television station, has joined Spero Productions Inc., Cleveland. The new radio and video production company is headed by Herman Spero, previously with Ohio Advertising, Cleveland.

McFadden Heads Spot Sales

Thomas McFadden, general manager of KNBH, Hollywood, for the past two years, has been promoted to director of national spot sales for National Broadcasting Co. He has been with NBC since 1934.

AMA Names Williams PR Head

Harry A. Williams has been appointed manager of the public relations department of the Automobile Manufacturers Assn., Detroit. He succeeds William H. McGaughey, who has joined Nash-Kelvinator Corp.

Colborn Buys KPAS

Kenneth Colborn has bought KPAS, Banning, Cal., from Byron Wood, subject to FCC approval. Hal Wilson, formerly of Hal Wilson Productions, Hollywood, is general manager. Lou Gillespie is commercial manager.

Denver Agencies Merge

Ben Bezoff & Co. and Hoffman Advertising, both of Denver, have merged. The new agency will be known as Ben Bezoff & Co. Milton H. Hoffman, head of the Hoffman agency, will become a member of the newly organized agency.

Fishel Joins KGER, Long Beach

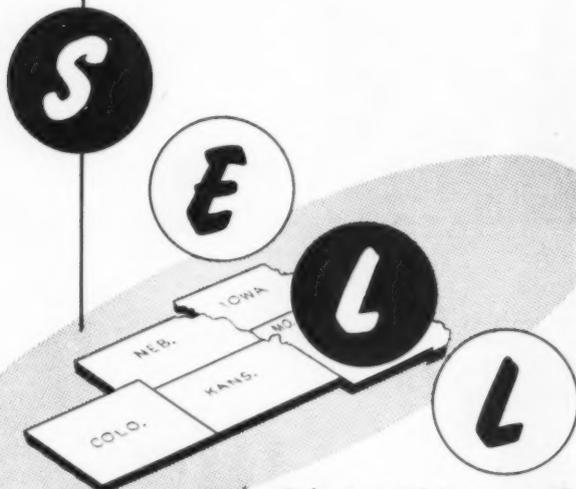
Doug Fishel, formerly assistant manager of KXO, El Centro, has been appointed an account executive of KGER, Long Beach. Paul LaRiviere succeeds Mr. Fishel at KXO.

Spicer Joins Lang, Fisher

Georgia Spicer, formerly with the advertising staff of White Sewing Machine Co., Cleveland, has been appointed a copywriter of Lang, Fisher & Stashower.

Name Reilly, Brown & Willard

Red Farm Studio, Reading, Mass., and Bay State Steel, Wilmington, Mass., have appointed Reilly, Brown & Willard, Boston, to handle their advertising.



**The Rich, Midwest Farm and
Rural Town Market...
at Economical Cost!**

Capper's Weekly, The Feature News Weekly of the Rural Midwest, with a proved record of many years for the production of low cost sales for products sold either direct or through dealers... reaches in each issue more than 400,000 top ranking income families in this prosperous able-to-buy region.

Put Capper's Weekly on your list...and **SELL** the Rich Midwest Farm and Rural Town Market at Low Cost! Remember...Capper's Weekly Makes the Sale.

CAPPER
PUBLICATIONS INC

Capper's
Weekly

912 Kansas Avenue Topeka, Kansas

*The Feature News Weekly of The Rural Midwest...
Famous For Reader Interest.*

An essential Success Element

There's no gainsaying the fact that a sweet job of plate making is of tremendous value in the success of any newspaper or magazine advertisement... which is why so many leading advertisers turn to McGrath and Associates for their engravings, both color and black and white.

At your convenience may we tell you a little something about our engraving ability?

**Thomas F. McGrath
and Associates**

PHOTO ENGRAVINGS DAY and NIGHT SERVICE
160 E. Illinois Street Chicago 11, Illinois
Telephone: DElaware 7-5142

Coming Conventions

*Indicates first listing in this column.

April 16, Brand Names Day, Waldorf-Astoria, New York.

April 20-24, American Newspaper Publishers Assn., annual convention, Waldorf-Astoria, New York.

April 25-27, Advertising Federation of America, Fourth (Florida) District, Casablanca Hotel, Miami Beach, Fla.

April 30-May 2, Assn. of Canadian Advertisers, 37th annual meeting, Royal York Hotel, Toronto.

May 4-7, Associated Business Publications, annual spring conference, The Homestead, Hot Springs, Va.

May 8, Export Advertising Assn., fourth international convention, Hotel Plaza, New York.

May 8-9, Public Utilities Advertising Assn., annual convention, Radisson Hotel, Minneapolis.

May 11-14, National Newspaper Promotion Assn., annual convention, Brown Hotel, Louisville, Ky.

May 19-20, Inland Daily Press Assn., spring meeting, Congress Hotel, Chicago.

May 21-23, International Council of Industrial Editors, 11th annual convention, Minneapolis.

May 25-26, National Business Publications, spring meeting, Shawnee Inn, Shawnee-on-Delaware, Pa.

May 27-29, National Sales Executives Inc., 17th annual convention, Hotel Fairmont, San Francisco.

May 29-30, National Assn. of Transportation Advertising, annual meeting, Blackstone Hotel, Chicago.

June 8-11, Advertising Federation of America, 48th annual convention and exhibit, Waldorf-Astoria Hotel, New York.

June 9-10, National Assn. of Magazine Publishers, 33rd annual meeting, Pocono Manor Inn, Pocono Manor, Pa.

June 16-17, American Marketing Assn., conference, Netherland Plaza Hotel, Cincinnati.

June 16-19, National Advertising Agency Network, annual management conference, Skytop Lodge, Skytop, Pa.

June 22-24, Newspaper Advertising Executives Assn., summer meeting, Daytona Beach, Fla.

June 22-26, Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

June 29-July 2, National Industrial Advertisers Assn., annual conference, Palmer House, Chicago.

Sept. 11-13, Newspaper Advertising Managers Assn. of Eastern Canada, annual convention, Mount Royal Hotel, Montreal, Que.

Oct. 3-4, Pennsylvania Newspaper Publishers Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 4-7, Mail Advertising Service Assn. International, annual convention, Shoreham Hotel, Washington, D. C.

Oct. 5-9, Advertising Specialty National Assn., annual convention and specialty fair, Palmer House, Chicago.

Oct. 12-15, Pacific Council, American Assn. of Advertising Agencies, annual convention, Arrowhead Springs Hotel, San Bernardino, Cal.

Oct. 13-14, Inland Daily Press Assn., annual meeting, Congress Hotel, Chicago.

Oct. 20-21, Boston Conference on Distribution, Hotel Statler, Boston.

Oct. 30-31, Agricultural Publishers Assn., annual meeting, Chicago Athletic Club, Chicago.

Oct. 20-23, Financial Public Relations Assn., annual convention, Coronado, Cal.

Nov. 20-22, Southern Newspaper Publishers Assn., annual convention, The Greenbrier, White Sulphur Springs, W. Va.

Dec. 27-29, American Marketing Assn., conference, Palmer House, Chicago.

Marketing Catalog Available

The Commonwealth of Massachusetts has prepared a catalog of marketing information from research by the Boston University College of Business Administration. Copies, at \$1 each, may be secured through the New England chapter of the American Marketing Assn. by writing Joseph H. Cross, 77 Massachusetts Ave., Cambridge.

Dixon Handles Ad Sales

Elmer Dixon, sales promotion director for Western Lithograph Co., Los Angeles, has been promoted to handle advertising sales for the company's southern division.

Appoints J. J. Gibbons Ltd.

Granby Elastic & Textiles Ltd., Granby, Que., (formerly Granby Elastic Web of Canada Ltd.) has appointed J. J. Gibbons Ltd., Montreal, to handle its advertising.

ACB Opens Columbus Office

Advertising Checking Bureau, Chicago, has opened a fifth service office at 20 S. Third St., Columbus, O.

Sets Marketing Exposition

The New York University chapter of Alpha Delta Sigma will conduct a three-day exposition, "Blueprint of an advertising agency," in conjunction with Batten, Barton, Durstine & Osborn, at the university's school of commerce, April 29-May 1. The exposition is designed to bridge the gap between theoretical college instruction and the actual practice of advertising. Speakers from BBDO will talk and campaigns prepared by the agency will be on exhibit.

Appoints Maclin Milner

Maclin R. Milner, formerly copy chief in the advertising department of Nash-Kelvinator Corp. (Kelvinator division), Detroit, has been appointed an account executive of Luckoff, Wayburn & Frankel, Detroit.

Lowenstein Switches Agencies

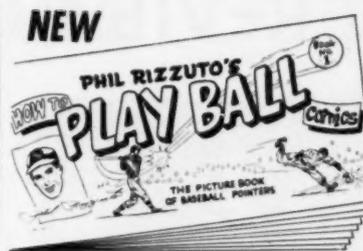
M. Lowenstein & Sons, New York cotton goods and rayons manufacturer, has switched its advertising account from Moselle & Eisen, New York, to Lewin, Williams & Saylor, New York.

Appoints James McLoughlin

James J. McLoughlin, formerly sales promotion manager of Meyerco Co., Chicago decalcomania manufacturer, has been appointed assistant director of sales for Chicago Show Printing Co.

Elects Dauphinais Manager

George A. Dauphinais has been elected v.p. and general manager of Quaker Rubber Corp. division of H. K. Porter Co., Philadelphia. Previously he was assistant general manager.



Write Today for SAMPLES & PRICES!

Promotional Publishing Company

Special Comics Made To Order

220 Fifth Avenue • New York 1, N. Y. • MU 5-8530

**MOST EXCITING
LOW COST
PREMIUM OF
YEAR!**

Phil Rizzuto's series of three action-packed, 24 page books, dynamically illustrated in full color. Kids will plug for the product that brings them these books.

It's not a big story, but a long one. It began in Dallas at a little restaurant on Akard Street. The year was 1933. A salesman for Radio Station WFAA who often had lunch at the B & B Cafe was paying his check. From behind the counter, Pappa Lucas, the owner, said, "Al, I want you to be my agency! In here too many fellas come to sell me advertising—I wanta be able to tell them 'See Al, he's my agency!' If you do it for me, I buy some time on your radio station." From that conversation evolved one one-minute radio spot a week over WFAA-820. Every week since then, for 19 years, Lucas' B & B Cafe has advertised over WFAA-820. Today Pappa Lucas has three one-minute spots each week—and a full house of customers 24 hours a day.

"You be my agency, Al..."

**...and the first
chapter of a
success story
was written**

It's not a big story, but a long one. And there have been many just like it written during the

thirty years WFAA-820 has been broadcasting... all of them ending on the same note of success.

The Radio Southwest story makes interesting reading, too. That's the name given WFAA-820's primary coverage area—116,000 square miles of Texas, Oklahoma, and Arkansas, including the two big metropolitan centers of Dallas and Fort Worth. With the power of 50,000 watts, WFAA-820 reaches out into 1,143,500 high-income radio homes, and sells your product to Southwesterners with over \$7 billion to spend.

Begin your own success story today—over Radio Southwest—WFAA-820, Dallas!



EDWARD PETRY & CO., NATIONAL REPRESENTATIVES • ALEX KEESE, Station Manager • RADIO SERVICE OF THE DALLAS MORNING NEWS

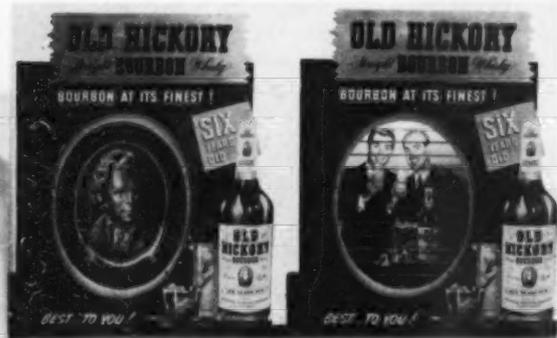
PHOTO REVIEW



CAB DELEGATES—Photographed between sessions of the 27th annual conference of the Canadian Assn. of Broadcasters in Toronto recently were (from left): Carl Haverlin, president, BMI Canada Ltd. and Broadcast Music Inc.; Justin Miller, board chairman of the National Assn. of Radio & Television Broadcasters; D. Malcolm Neill, CFNB, Fredericton, N.B., and CAB board chairman; and T. James Allard, general manager of CAB.



LUXURIOUS BACKGROUND FOR ADMEN—Fort Worth's new \$2,000,000 Western Hills Hotel provided the setting for the annual meeting of southwestern members of Affiliated Advertising Agencies Network. Around the table (in usual order) are: Monte Rosenwald, Southwest Advertisers, Amarillo, Tex.; Jack Gibbons, Gibbons Advertising Agency, Tulsa, Okla.; Jerry Kemper, McCormick-Armstrong Co., Wichita, Kan.; Leonard Paul, Yates Advertising Agency, Fort Worth; Granville Sewell, Sewell, Thompson & Caire, New Orleans; Thomas L. Yates, Yates Agency; Charles Crosson, Charles Crosson & Co., Houston; Paul Berthelot, Yates Agency, Fort Worth, and Richard Mithoff, Mithoff Advertising, El Paso.



TRICK DISPLAY—To help promote the increased age of Old Hickory straight bourbon, Old Hickory Distilling Co., Philadelphia, is offering dealers this venetian blind window display. At the left is the display with the blinds closed, showing the medallion. As the shutters of the blind slowly open, the medallion disappears, interior lighting goes on and the picture of two friends enjoying a drink of Old Hickory appears.



ANOTHER MISS—Shown here checking a press proof is Miss Western Business Publication of 1952, Sandra Berkova, Los Angeles concert violinist. She presented awards in Western Society of Business Publications' fourth annual awards of merit contest for editorial and advertising achievement. (Story on Page 90.)



ARTISTS' WORKOUT—Seventeen members of the Artists Guild of Chicago last week visited the Ice-Capades to do some on-the-spot sketches of skaters in action. Here the camera caught

Jacqueline Du Bief, Olympic champion from Paris, looking over some of the sketches. Left to right are artists James Lentine, Irma Deerson, Paul Pinson and Cal Dunn.

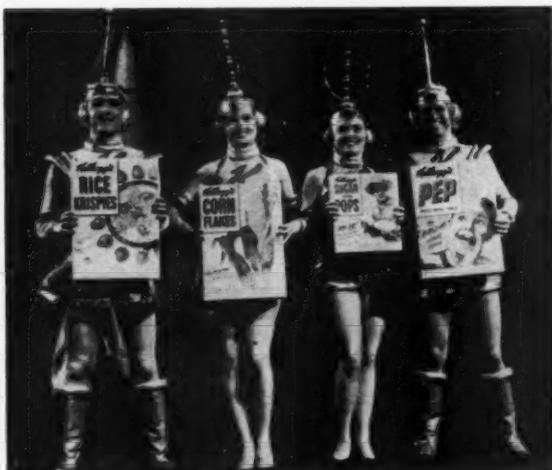


NEW POPAI BRASS—Pictured after their recent election as officers of the Point-of-Purchase Advertising Institute are (from left): J. Kingsley Gould, reelected executive director; Edward K. Whitmore, president of Oberly & Newell Lithograph Corp.,

board chairman; Walter J. Ash, v.p. of Consolidated Litho Corp., reelected 1st v.p.; William L. Stensgaard, president, William L. Stensgaard & Associates, president; Paul Godell, Arvey Corp., western v.p., and Harry Fenster, I. Fenster & Sons, treasurer.

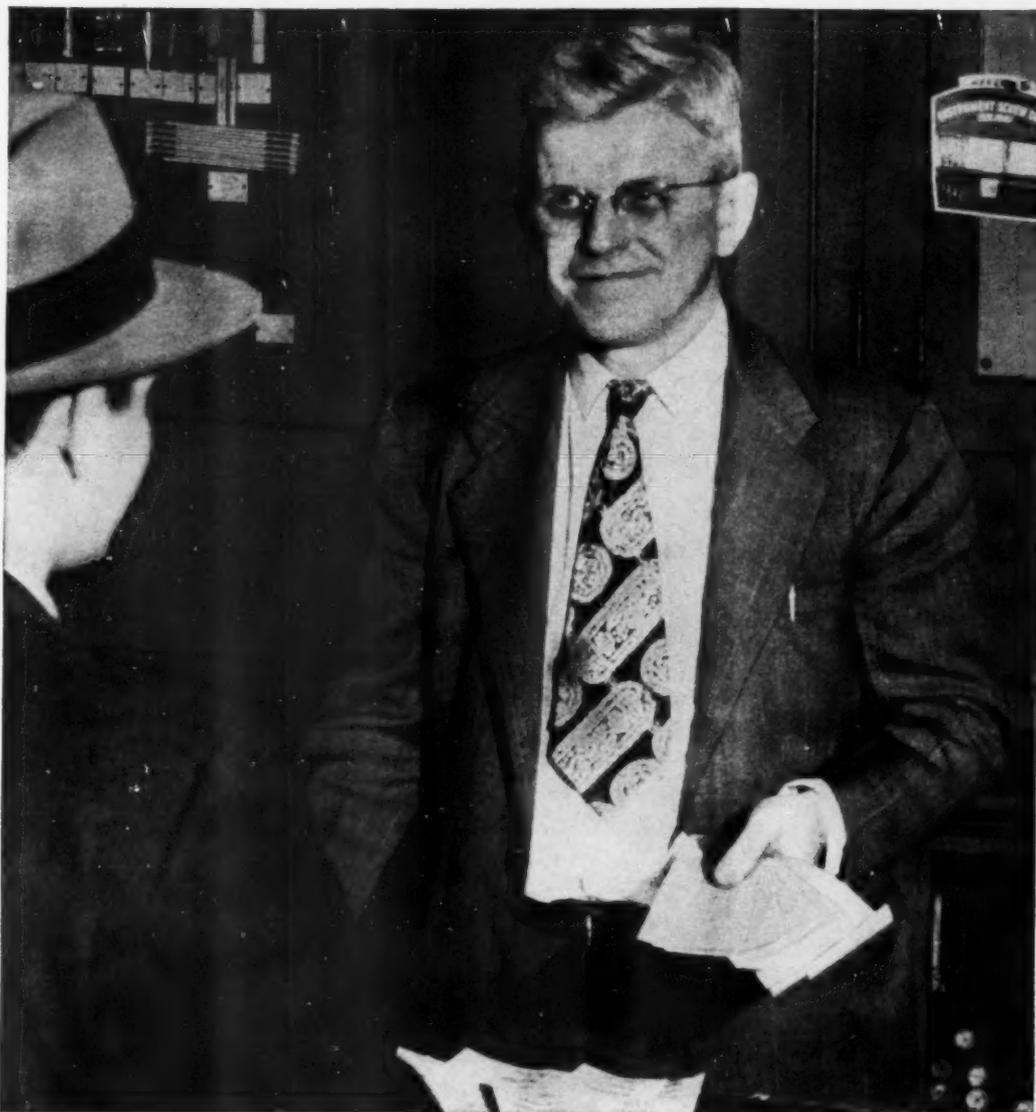


GOODBYE OLD 'STANDBY'—This is a new Artra Cosmetics display for Sutra. Artra says it is departing "from the usual bathing beauty theme which heretofore was the standby for most sunburn protection advertising." Artra said exactly the same thing a year ago when it used this same bathing girl's picture on a point of sale piece (AA, May 14, '51). Kelly, Nason Inc. is the agency.



K-DAY—Sporting blowups of Rice Krispies, Corn Flakes, Sugar Corn Pops and Peps, these four space representatives were sent to this world by Kenyon & Eckhardt, New York, to help introduce Kellogg's new packages. A three-page four-color ad in Life April 14 and promotion on the "All-Star Revue" show also helped.

Cheairs Porter says, "Most of Our Best Customers Read Farm and Ranch Southern Agriculturist"



Cheairs Porter is the President of the successful hardware firm of Porter Walker Hardware Co., Inc., of Columbia, Tennessee and is also a farmer in this community. Founded in 1907, Porter

Walker Hardware Co., Inc., is now the largest hardware firm in the Columbia trading area and depends, to a major degree, upon its 12,000 farm families for a flourishing, prosperous business.

Mr. Porter went on to say, "I have checked over the Maury County subscription list of Farm and Ranch-Southern Agriculturist and I am greatly impressed with the number of our leading farmers who subscribe to your magazine. Over 75% are good customers of ours. These people are among the best farm families in this territory.

"In our trading area there are 12,724 farms of which 9,317 are electrified. These families are the backbone of our business. From the outset in 1907, the farmer has been our best and most consistent customer. In the early stages our billing was every six months. Electrification and crop diversification have changed all that. Now our billing is on a 30-day basis and without the farmer we would be out of business.

"Even during the depression it was the farmer who kept us going. Town families stopped buying, but not the farmers. They had to keep buying to operate their farms . . . without their business we would have closed our doors.

"National advertisers doing business in areas like ours should realize that the farmer is the man to be sold. When over 75% of your subscribers are our customers it stands to reason that we will do more business on products which are advertised in Farm and Ranch-Southern Agriculturist."

Special Notice to Sales Managers, Advertising Managers and Media Directors.

What Mr. Porter has to say about the Southern Farm Market is fully substantiated by the agricultural statistics in the 1950 census. We are preparing a state-by-state digest of these figures as they are released. We will be happy to mail them to you as they come off the press.

FARM AND RANCH SOUTHERN AGRICULTURIST

NASHVILLE, TENNESSEE

More Southern Farm Families read Farm and Ranch-Southern Agriculturist than any other publication . . . circulation guarantee—1,290,000.

Just sign the coupon
and mail it to us.

FARM AND RANCH-SOUTHERN AGRICULTURIST, DEPT. AA 4, NASHVILLE, TENNESSEE
Please put me on your mailing list for state-by-state Digest of 1950 agricultural statistics.
NAME _____ TITLE _____
FIRM _____ ADDRESS _____
CITY _____ ZONE _____
STATE _____



In Philadelphia nearly everybody reads The Bulletin

Evening and Sunday

ADVERTISING OFFICES: Philadelphia, Filbert and Juniper Streets • New York, 285 Madison Avenue
National Advertising Representatives: Sawyer Ferguson Walker Company • Chicago • Detroit • Atlanta • Los Angeles • San Francisco

Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

Salesense in Advertising...

Notes Taken At a JWT Copy Clinic

By JAMES D. WOOLF

An old associate of mine, Roland Hauck, an able adman who was for many years a copy director in the San Francisco branch of J. Walter Thompson Co., occasionally called his group together for a "Copy Clinic." Notes were taken and the conclusions arrived at were set down on paper as a matter of record. Not long ago Roland sent me his papers on Headlines, Subheads, the Lead Paragraph, and the Presentation of Claims.



James D. Woolf

There is nothing academic about this material. The clinics were held not in college classrooms but during the heat of battle in JWT's busy San Francisco office—an office, incidentally, that has long been distinguished for copy of a very high order. My more sophisticated readers may consider some of these notes elementary, and they may not agree with all of the conclusions. The material nevertheless is interesting because it represents the thinking of a group of successful working copy people. Even though you're an old hand in the business, I think you'll find Roland Hauck's papers valuable as a brief "refresher course." Here they are just as he sent them to me:

COPY CLINIC

Subject: Headlines

Headlines should have:

- Promise to satisfy a want; Come-on;
 - The unanswered question (sets up problem which requires reading to solve);
 - Brevity, be specific, have color;
 - Unusual construction of words; different twist.
- Headlines should interest a certain group:
- Unless it stops the group you want to meet, it isn't a good headline.
 - Appeal to self interest instead of curiosity.
 - Try to reach a certain group; don't appeal to everyone.
 - Try to avoid headlines that are entertaining, vague, or don't appeal to the group you're trying to meet. Don't let it give the ad away so that no one will read it.
 - Don't use slogans or headlines that would develop into one.

Subheads

The following so-called "rules" were established and in a general way agreed upon:

PURPOSES:

1. To build a bridge or connection between the subject and the reader... so as to carry the people you want to talk to along with you through the ad.
2. To qualify or develop the claim made in the headline.

3. To summarize the body text, or the entire ad, so "quick readers" will get the message.

4. To help make the ad interesting, and "personal" to the reader.

5. To help "match" the largest number of actual prospects for the product.

6. To make or "button up" the proposition we intend to make to the reader.

PERTINENT COMMENTS:

The subhead "puts the cards right on the table." But it should not "give away" the copy which is to follow.

It should give a "promise"—appealing to the self interest of the reader.

The subhead should appeal to a certain group. It should not be standardized. Repeating a standard subhead, like using a standard headline, enables readers to know what to expect in the rest of the ad so they won't bother to go on reading.

A subhead can give visual importance or "authority" to certain thoughts.

A subhead helps establish a note of honest frankness. Frequently it introduces the product. The public doesn't like to read part of an ad and find out they've been tricked.

Subject: The Lead Paragraph

FUNDAMENTALS:

1. The essential idea of the text should be made. The reader has been aroused by the headline and subhead and now wants to know what the ad is all about.

2. It should continue the story which has been started by the headline or subhead.

Headline: "You'll be on the Greatest Team in the World!"

Lead Paragraph: "You'll hit 'em hard and you'll hit 'em fast on this All-American Team. You'll fly and fight in planes that were built to scorch the sky. You'll wear a pair of silver wings. And, brother, to win those wings you've got to be good!"

—Army Air Corps

3. You should amplify or enlarge on your headlines:

Headline: "What must a nut do?"

Lead Paragraph: "There's only one thing in the world a nut must do.

"That is to hold things together—and never let go.

"Most nuts shiver loose under vibration. "But not this nut."

—Elastic Stop Nuts

4. Don't repeat words often. This would make the copy uninteresting and dull. Get FRESH words.

5. You should set up a proposition which deals with the human problem to be developed. It should appeal directly to the reader and must start the reader thinking in the direction of the idea to be presented. You want the reader to go on and read the solution.

Headline: "How a man or woman of 45 can retire in 15 years"

Lead Paragraph: "Do you know there is someone of 60 who is dependent on you today? That person is you—15 or 20 years from now."

—Phoenix Mutual Life Insurance Co.

6. You should appeal to the self interest of a certain group.

Headline: "Better than a dozen hankies... to open STUFFY NOSTRILS"

Lead Paragraph: "You can blow and blow but handkerchiefs won't do anything for that stuffy head-cold misery. Those nostrils are just as clogged as if you had corks in them! Hard blowing only makes your nose more painfully sore and irritated! Oh, if you could only breathe!"

—Mentholum

7. Be specific. Hit on a problem right away. Bring up idea of body text quickly. Have sharpness.

Headline: "Not too old!"

Lead Paragraph: "His brains and skill are young enough. And with a 'Budget' electric hoist to do the heavy lifting for him, he can produce as much as his son who left this job for the Army. Even a woman can do a strong man's work with a 'Budget' to lift for her."

—Manning, Maxwell & Moore Inc. "Budget" Hoists

Headline: "If your dealer says 'sorry'... remember, shell fuzes come first!"

Lead Paragraph: "A LIMITED NUMBER of Parker '51' pens are still available. Cool... taut... business-like as an ack-ack shell—each reflects Parker's genius for outstanding craftsmanship."

—Parker "51"

8. Set composition which follows or outlines points to be considered in the text.

9. Don't make a statement the reader might fight with.

10. Don't talk down to anyone. Challenge but do not lecture. Cute sayings of children are bad.

11. "Fundamental idea placed at the beginning makes for clarity." Put important idea here. It will attract attention or engage interest. It tempts reader to go further.

Lead Paragraph: "One way to help maintain the nation's energy and strength... to guard against sickness... to combat fatigue... is to start every single day with a good, nourishing breakfast. That comes straight from Uncle Sam's nutrition experts."

12. Ask a question and pave way to the answer by means of the lead paragraph.

13. Have one idea in the lead paragraph and get to that point. Make a flat statement and wheel out afterward.

TECHNICAL CONSTRUCTION:

1. Should be short and brief.
2. Should convey definite thought or ideal.

3. Should have picture sentences to waken the reader's mind. Play on sensory values such as taste, feel; or on the emotional values.

Subject: Presentation of Claims

After a situation or claim has been made by the headline, subhead or lead paragraph, proof must be given to support that claim.

1. The proof must be sincere. It is dangerous to use an arousing headline since the text tends to be a let-down. False expectations will let the reader down with a bump just when the real selling job begins:

Headline: "Is there Life on Mars?"

Opening paragraph: "It is one of the most fascinating riddles of our time. For powerful telescopes have brought to light a strange network of 'canals' on the planet's surface..."

—Jones and Lamson Machine Co.

2. Intensify the reader's own life. Try to make real and possible the reader's own desires and ambitions.

3. Create a sense of satisfaction for what you are trying to sell and a dissatisfaction for a similar product the reader already uses or owns.

Headline: "They don't come any sweeter than this!"

Body Copy: "Del Monte Seedless Raisins are the kind to delight your meal-planning heart! You'll know it, the minute you open their special wax-sealed carton. Every single raisin a plump little cushion of natural sweetness (about 10 oz. of natural fruit sugar in every 15-oz. carton).

Though Uncle Sam took a large part of all seedless raisins, we're sharing whatever is left to us with Del Monte grocers all over the country. We hope your grocer has some for you. Find out, anyway!"

—Del Monte Dried Fruits and Raisins

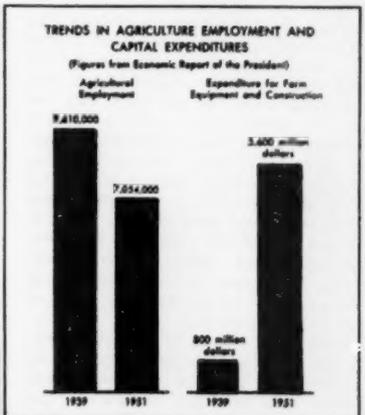
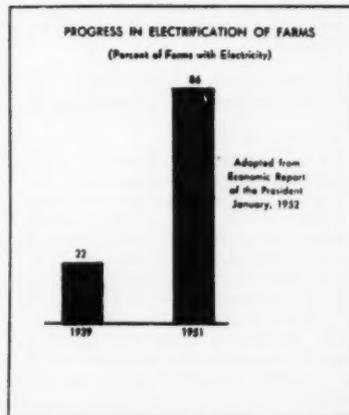
4. Come to the point.

Headline: "Pyrex Ware will see you through!"

Opening paragraph: "Don't let food rationing cramp your cooking style! Pyrex ware will see you through! Each Pyrex dish is three dishes in one... it cooks, it serves, it stores. And every Pyrex dish has dozens of uses. You can bake better, in less time and with less fuel, in this modern, clear glass Pyrex ovenware!"

Copy: A. Using cover alone. (copy) (recipe) B. Here's a meal-in-one-dish! (recipe) C. Using bottom alone. (recipe)

—Pyrex Brand Oven Ware



TREND—These charts, prepared by Alderson & Sessions from figures in the economic report of the President, January, 1932, indicate the changes going on in American agriculture. The chart at the left shows the increase in per cent of farms with electricity; the chart at right shows the shift from hand labor to mechanical power and equipment.

Mail Order and Direct Mail Clinic . . .

Tips on TV as Mail Order Medium

By WHITT NORTHMORE SCHULTZ

How about TV mail order advertising? "TV is a marvelous medium today for mail order advertisers, but must be handled by experts."

Speaking is Stanley I. Fishel of the H. W. Fairfax Advertising Agency, New York. Insofar as a person can be an authority on mail order and its newest sales medium, TV, Mr. Fishel is an expert. He speaks the mail order man's language. He knows that with today's skyrocketing costs, media used to sell mail order merchandise must bring a five to one return and bring such a return pronto.

You've got to do a lot of testing in mail order selling before you find the right item, the best copy, and the most responsive audience. But testing takes time. And it's costly. On TV, Mr. Fishel reports, you know whether you have a winner or loser in four hours.

■ "Practically all TV merchandise is sold C.O.D.," Mr. Fishel says. "The pitch for orders is done by flashing a telephone number on the screen. We employ a telephone service which charges about 10¢ per call. We estimate that about 85% of the ordering is done over the telephone—C.O.D.—and the remainder by mail. We find, also, that we must figure on a 10% loss of business on C.O.D.s that are returned. This percentage is pretty much a definite formula on all TV mail order

we've done."

One of the best points about a telephone order taking arrangement for TV promotions is that you get the bulk of your orders in a very short period of time—the fastest mail order media response today.

■ As a result of his TV mail order experience, Mr. Fishel recommends keeping these sales tips in mind when using TV:

1. A live "pitchman" is a must.
2. Expensive "A" time (6 to 10 p.m.) is too costly for TV mail order selling. "B" time (4:30 to 6 p.m. or 10 p.m. to sign-off) is better, favoring the advertiser because the time is considerably cheaper and the net response not appreciably changed.
3. Breaks in movie programs are good time-buys, particularly when the show has been on the air awhile and has attracted its own loyal audience.
4. Well established programs with built up audiences are best when movie times aren't available.
5. Merchandise priced at \$10 is about as high as you can go consistently. In the beginning, Mr. Fishel says, shoddy dollar merchandise was offered on TV with negative results in the form of dissatisfied viewer-buyers. Hence a great deal of trading up has been done on TV. Mr. Fishel reports considerable success with a child's phonograph priced at \$7.95. Merchandise priced at \$3, \$4, and \$5 sells well, too.

Tips for the Production Man . . .

Advertising Type with Type

By KENNETH B. BUTLER

Type foundry and the manufacturers of type-casting machines possess an advertising opportunity not available to most of us, and they are making full use of their advantage.

They use type to advertise their type.

Insofar as their word messages are concerned, the type folks have steadfastly resisted the use of hand-lettering or other artists' embellishment of their wares. However, they use occasional artwork in other ways. Reverse plates, for example.

■ Their ads frequently use widely accepted faces, but one recalls a former year when these favorites were once brand-new innovations. Many of their ads use faces that make your mouth water. Alas and alack, many of the faces they use are ones your printer hasn't got. That's the whole idea. Their product thus speaks for itself and possibly with mild urging your printer will put some of them in his cases, or send you to the typographic shops, and that is good for their business.

Their layouts are frequently ingenious and imaginative, offering ideas in good design which open up new areas in type arrangement, always enabling type to speak more eloquently.

Particularly worthy of note is the advertising strategy of the makers of the Linotype and Intertype setting machines. They use type exclusively (no hand lettering), and they adhere, natch, to the range of typefaces which each company offers to the trade. Thus, you will never see a headline set in Lydian or Dom Casual, because they are foundry types hand-set, and not slug-casting faces, at



EXAMPLE—A beautiful presentation by Bauer, using types exclusively. Most type foundries do a superlative job in sampling their wares.

least at the present time. They say it with the faces they have cut for their machine users.

■ The manufacturers of Linotype or Intertype accessory equipment, likewise, try to employ only machine-set faces. Thus the Mohr Lino Saw Co., which manufacturers a saw which is attached to the machine for sawing of slugs automatically to any desired measure, set their promotion material in machine-set type faces. Same for Teletypesetter and other accessory machines. Performing a neat straddle, these folks try to employ type selections which are available on BOTH Linotype and Intertype.

There's no particular lesson in the foregoing, unless it is that the perfumers who mix perfumes with their printing inks in order to merchandise their wares have nothing on the folks who make or set type for a living.

The Creative Man's Corner . . .

Spring Promotion



Somebody—was it Samuel Hoffenstein?—once opined, "Oh, to be in April now that England's there!" For some reason, maybe an incipient stomach ulcer, The Corner cannot come across a travel ad with an allusion to spring in it without feeling this an appropriate comment.

When one is young, the approach of spring wakens a wanderlust in the arteries. One hears a compelling music in train whistles—like a piper's notes—that only a few weeks ago gave him a deep appreciation of bed and bed-covers. One also dreams of ships and writes United Fruit for a job on a banana boat. He also hears the call of the open road, and wishes he were old enough to own a car. Unfortunately, when spring urges far places on the heart, the pocketbook is unable to respond.

Years later, when the pocketbook is willing, the heart isn't. Spring, now, brings thoughts of the vernal attack of sinus, of income tax, of spring cleaning, of whether the power mower will last another season, of the weeds and the poison ivy waiting to pop up as well as the grass and the flowers, of screens that must be put up, and storm windows that must be taken down.

Consequently, when one reads, "Why not come to Britain—while the chaffinch sings on the orchard bough in England—now!" he is quite likely to wish for other reasons for visiting the mother country. And when he reads that "Something happens to you inside when you see PARIS IN THE SPRING!" he is quite likely to add the tra-la and stomp down into the basement to start the sump pump for which he has just paid forty-five bucks.

No, there must be other reasons for traveling in the spring than chaffinches and that something that happens to you inside. A chance, perhaps, to escape spring and all the torrents of trouble, preparation and expense that come in its wake. The Corner—at the advanced age where travel is at long last possible—would be much more likely to be swayed by a headline that said, "Oh, to be in England now that spring is in the United States of America!" Or "Something doesn't happen to you inside when you're in PARIS IN THE SPRING!"

Employe Communications . . .

The Power of Your Vote

By ROBERT NEWCOMB AND MARG SAMMONS

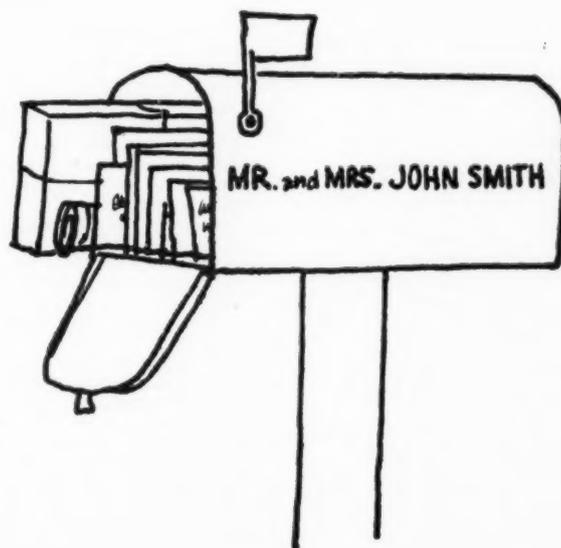
If the Great American Employe doesn't get to the polls on Election Day, it will probably be because he has been pinioned under literature supplied by his employer which urges him to vote. Those in communication are familiar with the dreary avalanche of printed material, offered in quantity and practically at cost by the benevolent copyright owner, aimed at the plant bulletin board, the pay envelope or other points of exposure to employes.

Basically there is nothing wrong with this material. The philosophies it expresses are thoroughly sound, having been

developed originally by the authors of the Constitution. What burns employes about it is the fact that they have no choice in the selection of their reading matter.

■ The communications method of Chase National Bank, in New York, is a pacesetter, and other organizations can afford to fall in line. Recently bank officials saw a copy of "Your Rugged Constitution," a high-level, low-pressure, simply-worded and well-illustrated book on the country's Constitution, written by Bruce and Esther Findlay and published by Stanford University Press. Arthur Krock of the *New York Times* had already said

Never Underestimate the Power of a Woman!



The March 1952 Ladies' Home Journal
is expected to show an all-time high
of nearly **4,800,000.**

ladies' home **JOURNAL**

THE MAGAZINE WOMEN BELIEVE IN

You Have to Know All America to Know America at All!

The Red of its Blast Furnaces—the White of its Village Steeples—the Blue of its Skies and Waters

BESIDE the Hudson, a concretè forest rears steel-veined, man-made sequoias to the clouds. Above, upon and below the asphalt turf, people of every creed, color, and nationality scurry back and forth in their ceaseless race with life.

This is the world city. This is the melting pot supreme. This is New York. This is America.

But it isn't all of America . . . not by a great deal!



A PRIM white steeple stands sentinel above the elms of a New England village.

Here people are close to the earth . . . and to the past.

They live, essentially, as they have always lived: as neighbors and as citizens ruled first and foremost by the Ten Commandments and the Bill of Rights.

This is America, too.



SPRUNG from the very meadows, beside the lakes and rivers of the Middle West, great factories open their arms at dawn to countless thousands of men and women who whittle and mold metal into useful articles for all the world's people; who stock the world's pantries; who fashion the world's furniture; who give first being to the world's transportation.

This, too, is America!



THE moss still hangs from the live oaks; the magnolias are still crowned with blossoms; lazy rivers still meander through the South. But a new life stirs here, too. There are tractors at the furrows, and robot pickers in the cotton fields; there are chattering mills and busy factories, great mines and smelters, where plantations basked in the sun. Here Past and Present meet . . . and find each other good.

No place is more America than this!



FROM the Mississippi to the Rockies a sea of grain laps at its shores.

Southward, black gold gushes from the good earth.

Out of the southwest mountains comes the magic touch of water bringing desert lands to harvest.

Roads and rails reach out to far horizons; the wealth of farm and ranch, of mine and well, pours in never-ending abundance into the arteries of transportation; great cities jut from prairies and millions live, work, earn, where the Big Sky watched over herd and tribe.

This is America!



THE mountains still wade into the blue Pacific and the swallows still come back to Capistrano. Gold braid still brightens the Presidio; old bells still sing in mission towers.

But they speak now to myriads of aircraft workers, oil riggers, longshoremen and movie extras, fruit growers, cannery and ship builders, bus drivers and "car hops," clerks and clerics, Ph.D.'s and V.I.P.'s—people—people everywhere.

This is America . . . an eager, expectant America . . . a vigorous, young America, rejoicing "as a strong man to run a race."



YES, this is America as a whole . . . all of it from sea to sea and border to border . . . this and its people.

And you have to know it all to know it at all.

You have to know its people . . . all its people . . . to understand how different they are from each other even while so alike.

You have to know what a Vermonter means when he talks about how much a man "sugars off."

You have to be at home in "The Stork" or at Nedick's . . . at a town meeting or at 2:00 a.m. in a coffee stop somewhere along U.S. 112 . . . at a fish fry, a supper club, a rodeo. You have to know from

experience the difference between a hotel and a motel, a bit part on Broadway and part of a bit in Cheyenne, and the difference, if any, between western beef in Back Bay and eastern beef along "The Strip."

You need to know how to pronounce "Yankee" with two syllables in Kennebunk Port and three syllables in Chattanooga.

You have to understand why the name to use with Walker is Johnnie in "The Loop" and Doak in Dallas.

You need to have slept in a cotton wagon waiting your turn at the gin, rubbed elbows with cart-pushers in the "West Thirties" and cultivated corn in a "back forty"; heard the crash of timber or the splash of launchings in the great Northwest; sat in a smoke-filled room off Pennsylvania Avenue and a patio in Tucson, pumped an organ for a village choir, sold something . . . almost anything . . . almost anywhere . . . almost everywhere!

Yes, if you don't know *all* America, you don't know America at all!

WE HAVE to know America.

It's our job as advertising counsel to businesses that sell their wares in every county.

We must speak to Americans . . . everywhere.

We must "talk their language."

We believe that, collectively, we do know them—we do speak their language.

We've been learning their ways and their words for more than forty years.

And, along with that we've learned one other all-important fact.

It's grassroots America that counts!

And the grass roots spring up between pavements, on village greens, on quiet farms and in the wide open spaces.

Everywhere!

That's where we're at home.

That's where we live and work and produce for our clients.



Advertising
Well Directed

CAMPBELL - EWALD COMPANY

H. T. EWALD, President

DETROIT • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA

If You Want MASS



...LIKE

QUAKER OATS
COMPANY

With a mass product, you buy mass markets. Mid-America is one—a mass market, *dominated by farmers*. You can't *sell* Mid-America without farm families, nor the magazine that concentrates on them alone!

Buy
Capper's
Farmer



Best way to Please Your Dog
Feed him on Please! Please Dog Food is everywhere. It's the only dog food that's so good, it's guaranteed to make your dog happy. Buy Please! for your dog-and-let's.

DOG APPEAL—Bed-More Pet Food Co., Portland, Ore., suggests a way to keep dogs happy with Please, its new dog food. Cartoon ads by Don Dawson Co., Portland, run in Portland's Journal, Oregonian and Shopping News, and in the Columbian-Sun, Vancouver, Wash.

Radio, TV Dropped from House Study of Offensive Media

WASHINGTON, April 8—The House rules committee was preparing last week to drop radio and TV from its impending investigation of offensive reading and entertainment matter.

The rules committee had voted to set up a select committee to look into indecent books, radio and TV, with a view of tightening postal and radio laws. Sponsor of the investigation, Rep. E. C. Gathings (D., Ark.), has submitted revised plans, adding magazines and comics books to the target media.

He said radio and TV were being dropped because the House interstate commerce committee objected to an invasion of its jurisdiction. The original resolution proposed to determine the extent to which books (particularly pocket books), radio and TV contain immoral and offensive matter or place improper emphasis on crime, violence and corruption.

'Globe-Democrat' Appoints Hoffsten General Ad Manager

The St. Louis Globe-Democrat has appointed Ernest G. Hoffsten Jr. manager of general advertising. He succeeds C. C. Callihan, who has been promoted to advertising service manager, a newly created post.

Mr. Hoffsten has been in the newspaper business more than 20 years. In 1933 he started the *Town Crier*, Webster Groves, Mo., weekly. From 1935 to 1942 he was on the advertising staff of the *St. Louis Post Dispatch*. He then went to the *Herald*, Brownsville, Tex., where he was part owner, associate publisher and general manager. He sold out his interests at the end of 1947 and became manager of general advertising of the *San Antonio News and Express*. He remained there until he joined the *Globe-Democrat*.



Ernest G. Hoffsten

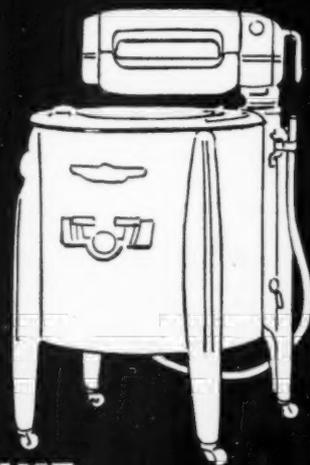
F&S&R Adds Three to Staff

Fuller & Smith & Ross, Cleveland, has added three members to its staff. Theodore Rosco, formerly ad manager of Davis & Furber Machine Co., North Andover, Mass., and James H. Tschappat, previously of Canton, O., have been appointed account executives. Merritt Johnquest, formerly assistant to the ad manager of Halle Bros. Co., Cleveland department store, has been appointed associate account executive.

NBC Appoints Carleton Smith

Carleton D. Smith, who has been in charge of National Broadcasting Co.'s station relations, has been promoted to director of operations for NBC's owned-and-operated stations division.

If You Want CLASS



...LIKE



When your product costs important money, you want the people who *have* money. Farm families are near the top. And tops among them are the readers of Capper's Farmer. They are the most prosperous farm families in Mid-America, itself the richest farm market on earth!

Buy
Capper's
Farmer



The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Why Change Dogs' Social Life?, Crusader Asks

To the Editor: I think it is time you used the power of your press to take a stand on this chlorophyll secret weapon. It may be a boon to humanity, but what is it going to do to the dog who gets it, all unknowingly, in his daily rations?

While "odors" may make humans less popular, and keep them from becoming engaged or happy (not always synonymous), I do believe they are essential to the complete social life of the canine,

and probably the feline, too.

What, then, will become of Fido and his love life, if he doesn't smell? Will interested dogs give him a cursory inspection and then dismiss him as an inanimate object? How would you like to be treated as an inanimate object? In the course of my wanderings, I have been treated thusly at times and I didn't like it one whit.

Do we, as humans, really have the right to alter the sex, love and social life of lesser beings? This is a problem in ethics which I cannot solve, but upon which I do hereby take a stand. I won't have any red-blooded, self-respecting dogs looking at my chlorophyll Fido askance. Are you with me or agin me?

ART DESMOND,
Lawrence H. Selz Organization,
Chicago.

Most Informative

To the Editor: Our client, Leaf Brands Inc., has asked us to secure your permission to reprint the ar-

ticle on chlorophyll in your March 24, 1952, issue

We agree with them that it is a most informative article and congratulate your usual good handling of a newsworthy subject.

ALLAN J. JACOBS,
Bozell & Jacobs Inc., Chicago.

Like to Help? This Dutch Student Would Appreciate It

To the Editor: I herewith beg to draw your attention to the following:

Being a student of economics, I received a dedication to make a report on the technique of advertising in the United States, compared with Holland.

Since some months I wrote a letter to the direction of the best known American publications (daily newspapers, trade journals, monthlies, weeklies, a.s.o.), where-in I asked to send me study material of any kind (copies of the publications, circulation analysis). The results were abundant and I received a great many copies and

several rate and data books and market studies.

Now I have seen it is an impossibility to make a report on the whole line of advertising-and-selling technique and therefore I have limited this area of my study to a report about market and opinion research.

Perhaps you know that in Holland informations about those researches are very scarce, because there are only two bureaus in that line.

Therefore it will be necessary for me to dispose of copies of circulation analysis, market studies about buyers of the best known American products, readers of the newspapers, monthlies, weeklies, the results of opinion researches, publications about the methods, studies about buying-power and especially of addresses of bureaus for market and opinion research in the United States.

These informations are not to be obtained in Holland, however, and so I had to ask your help.

I should be very glad if you could send me study material of any kind and addresses of such bureaus and instances.

I am very sorry I cannot offer you any payment for this, first because of the currency difficulties which our government have to cope with and second because I just cannot afford it (studying economics is very expensive in Holland). That is also the reason why I put my request in this way—I cannot afford airmail letters.

Furthermore I request you kindly to let me know whether you allow me to state your name in my report.

I hope you will not take me this request amiss and remain, thanking you in advance,

J. A. A. VAN UNEN,
Haarlem, Holland.

It's a Thin (Gin) Joke, but Slogans Must Rhyme

To the Editor: Tsk! Tsk! Slice on you for your two verbal flies on the issue of March 17. Both zoomed far from the fairway of truth. Surely, an old olive spearer like you knows that Simon Halpern's 94.4 proof slogan ain't: Drinks never taste thick with Gordon's Gin. It's: Drinks never taste thick with Gordon's Gick. It's plinted plainly right here on the label.

And for telling us metaphor-mixers not to lead off with a big

bust on the package (Page 76, same issue) Jim Woolf ought to have to write Dagmar on the blackboard 1,000 times.

GLENN E. MARTIN,
Copy Chief, Gordon Best Co.,
Chicago.

Index Is on Page Four

To the Editor: To save me licking my fingers to go through all your pages to find whatever I may be seeking, please, on please, replace your good old-time index on the front cover.

A. D. WALTER,
A. D. Walter Inc., Pittsburgh.
Highlights of the Week and the index to features appear regularly on Page 4.

Utility's Operations Story Humanized for Stockholders

To the Editor: For your information, we are enclosing a copy of our company's 1951 annual report to stockholders. We hope it has reached a new high for us in presenting a humanized story of the operations of our business.

We have prided ourselves particularly in trying to use illustrations and charts that in themselves



Photo showing the operations of the utility company's business.

portray the story of the company. Many of our 73,600 stockholders are small, local investors with 60% having total incomes of \$4,000 or less and 70% of them Pennsylvanians. Thus, it is particularly necessary to develop a report that is of interest to the unsophisticated investor.

Similarly, we have tried to produce captions that expand the point which the illustrations develop.

Where annual report picture

BIG ISSUES
3 FREE!
the **CREATIVE**
Multi-Use **ART SERVICE**
CLIPPER
Multi-Ad Services, Inc.
105 Walnut, Peoria, Ill.
REPRESENTATIVES WANTED

MARKET ANALYSIS
of the
RESTAURANT INDUSTRY

1950 TO 1952

AMERICAN RESTAURANT MAGAZINE

- Serving the Nation
- Scope of the Industry
- Modern Eating Habits
- Geographical Distribution
- Breakdown of Institutional Food Field
- Minutes Saved mean Dollars Earned
- What of the Future?
- How much Food do Restaurants Buy?
- Mr. Smith Buys a Dishwasher
- How Do Restaurants Buy
- Buying Channels
- How You can Reach this Market etc.

Now Ready for Sales and Advertising Executives—

Market Analysis of the 10 Billion Dollar Restaurant Industry

Good food and hospitality have made "Eating Out" a national habit. It's now the nation's third largest retail industry—a 10 billion dollar business. Restaurants get 7¢ of every consumer dollar, and 17¢ of every out-of-town visitor's dollar. And, there's one restaurant for every 704 persons.

These and many other interesting facts about the restaurant industry are contained in a NEW 32-page file-size market study. Here are maps, charts, graphs and tables to give you a quick picture of every segment of the industry—where the 220,394 restaurants are located, what they buy, how and from whom. Here's everything you want to know to accurately determine the sales potentials for your product in this great and growing industry.

Write for your copy today!

Here's why leading restaurant operators read and prefer ARM

For 33 years American Restaurant Magazine has taken a practical editorial stand—tells operators what's going on—what lies ahead. It instructs them on How to Improve their Restaurants.

ARM has pioneered for higher standards within the industry. It has created and promoted three national campaigns that have paid off handsomely—brought billions of dollars of business to restaurant owners:

1. "Eat a Hearty Breakfast Every Day"
2. "Take her out to Dinner at least Once a Week"
3. "Enjoy Life—Eat Out More Often"

That's proof of editorial and industry leadership! No wonder leading restaurant owners regard ARM as a business partner. It's the one magazine that is constantly working for them. Through your sales message in ARM, you share our loyal, responsive audience.

AMERICAN RESTAURANT MAGAZINE

Patterson Publishing Company
5 South Wabash Ave., Chicago 3, Ill.
Also Publishers of
AMERICAN MOTEL MAGAZINE



AMERICAN RESTAURANT MAGAZINE

- FIRST in quality paid Circulation
- FIRST in reader interest
- FIRST in Service to the Industry
- FIRST in Advertising Volume

LOWEST COST per thousand subscribers

"THE TACOMA MARKET IS A MAJOR FACTOR IN OUR MERCHANDISING,"

says W. E. Rhodes, Manager of Associated Grocer's Cooperative, Seattle



Associated Grocer's Cooperative, 1916 Occidental Avenue, Seattle, has 75 stores in the Tacoma trading area.

W. E. Rhodes, manager, has this to say: "Tacoma and its rich trading area is an important segment of the growing Puget Sound area. From every aspect of the sales picture, it merits careful attention from any firm hoping to do a complete merchandising job in Western Washington—where more than 50% of the state's total business is done."

And we say: "Think TWICE about TACOMA . . . a separate, distinct market, effectively covered ONLY by the dominant News Tribune." Ask Sawyer, Ferguson, Walker Company.

The **TACOMA** News Tribune
Over 82,000 Circulation, A.B.C.

and **KTNT** Transit Radio

captions so often merely name or briefly describe an illustration, we have tried to make captions complement the illustrations so that we pass on to the reader what we see and aim to tell in the illustration, rather than merely allowing a self-drawn conclusion.

W. H. RODGERS JR.,
Advertising & Publicity Manager,
Pennsylvania Power &
Light Co., Allentown, Pa.

Agency Nets Get Their Story

To the Editor: Excellently done—the article in March 3 ADVERTISING AGE on agency networks.

It is an important subject to which the advertising trade press has paid too little attention.

On receipt of this issue I sent a mailing about the article to all members of the First Advertising Agency Group, of which I am president. Several favorable comments about it have already reached me from the members.

PARKER HOLDEN,
President, Holden-Clifford-
Flint Inc., Detroit.

Hope You Don't

To the Editor: Since my vacation, I have yet to meet a person in the advertising business or make a telephone call to one such person without being greeted by, "Hello, Fisherman" or "Who's your press agent?" or "I see you have been to Florida," or some such remark.

I feel sure that some day I will come across someone who does not read ADVERTISING AGE, but up to this time, I have not located him.

HOWARD A. KRUEGER,
Ward-Griffith Co., Chicago.

Not Necessarily So

To the Editor: My attention has been called to the Eye and Ear Department, "Come Closer," on Pages 74 and 75 of your March 17 issue and I am wondering if this is just the opinion of the writer or does it reflect the opinion and thinking of the magazine?

Any comments on this particular article you might care to make at your earliest convenience, will be very much appreciated.

T. H. KETTLE,
Advertising Manager, North-
ern States Power Co., Minne-
apolis.

Comments in the Eye and Ear Department are those of the writer of this column, and do not necessarily reflect the opinion of ADVERTISING AGE.

Points Out Omission

To the Editor: Man and boy I have been uninterruptedly in the advertising agency business since 1910, and I agree heartily with everything James D. Woolf has said in "The Advertising Business Is No Sacred Cow to Me."

I am only sorry that in his list of horrible examples he did not include the Men of Distinction, who tell millions of youth regularly that solo drinking of hard likker after the day's work is over is the thing to do.

CLAUDE SCHAFFNER,
Claude Schaffner Advertising
Agency, New Haven, Conn.

Recommends Woolf's Work as Advertising Education

To the Editor: The other day a young college graduate, who wants to break into advertising, asked me how he could learn the business fast. I advised him to read everything that James D. Woolf had written, and suggested that he subscribe for AA (Adv.).

I don't believe that Mr. Woolf has ever written a dull piece. Nor

can I agree that he dwells too much on the elementary and the fundamental. Examination of current campaigns reveals that many seasoned idea men and copywriters still have much to learn.

To be sure, Mr. Woolf has irritated agencies and advertisers many times. It isn't gratifying to the ego to have your beautiful ad hashed and spiced. Yet, I'll wager that quite a few ad themes in the past were changed after Mr. Woolf made horrible examples of them.

The agency business needs a magazine like AA, and particularly writers like Mr. Woolf, to focus attention on advertisements that are stupid, offensive and inaccurate as to benefits promised. Admit it or not, we Little Red Riding Hoods of advertising are fortunate to have a Big Bad Woolf around.

STEPHEN TEDOR,
Skokie, Ill.

THE NEWS

MAGAZINE OF THE PACKAGING INDUSTRY (NBP)



NEW CLOSING DATE!

Effective with the JUNE, 1952 issue, CLOSING DATE for PACKAGING PARADE will be:

1st OF MONTH PRECEDING PUBLICATION

ISSUE DATE becomes:

1st OF PUBLICATION MONTH

Copy to be set must be in 5 days before final closing . . . Remember—The JUNE issue of PACKAGING PARADE closes MAY 1, appears JUNE 1.

HAYWOOD PUBLISHING COMPANY
22 EAST HURON STREET, CHICAGO 11, ILLINOIS

15,000 ALL-BUYER CIRCULATION (CCA) • UP TO 67%

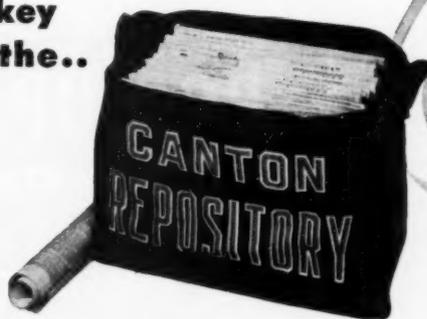
MORE DISPLAY PER AD \$



Canton, Ohio is a Key DETERGENT & SOAP Market

Canton Families use up to 38.7% more Detergents and Soap

...and the key to it is the..



Key Facts: Canton's deep well water varies from 22 to 36 grains hard. In Cleveland, the water is only 8 grains hard.

A Canton family will use as much as 38.7% more soaps, detergents and cleansers than a comparable Cleveland family. And the 83,292 families in the Canton Metropolitan area have an average effective buying income of \$5,179.

One newspaper, the Repository, covers these families—96.7% city zone coverage; 99.4% home delivered. No other newspaper gives you merchandisable coverage of this key market.

A Brush-Moore newspaper, represented nationally by Story, Brooks & Finley

Industrial Editors Meet

The International Council of Industrial Editors will hold its 10th annual international conference in Minneapolis May 21-23.

ADVERTISING SPECIALTY SALESMEN

One of America's foremost manufacturers of creative plastic products offers excellent opportunity to aggressive salesmen having top connections with volume users of premiums or advertising specialties. Present line of electronically heat-sealed plastic items has wide demand, proven consumer acceptance. Will augment with new items to give maximum earnings on commission basis. All sections of the country open. Write full details.

Box 110, Advertising Age, 200 E. Illinois St., Chicago, Ill.

Expand retail distribution! Increase consumer sales!

COUPON YOUR PRODUCT AT LOW COST IN JUNE

"BRANDS YOU KNOW" June group-couponing program is scheduled in these western areas. Act now. Number of participants is limited. Few openings still available.

	Group-coupon Mailing Date	Group-coupon Closing Date
Los Angeles Area	June 27	May 30
San Francisco-Oakland Area	June 20	May 23
San Diego Area	June 6	May 9
California Valley Towns Area	June 6	May 9
Pacific Northwest Area	June 13	May 16
Salt Lake City Area	June 13	May 16
Hawaiian Islands	June 20	May 23
Alaska	June 6	May 9



"BRANDS YOU KNOW," the largest group-coupon mailing plan in the West, is couponing 4 million western homes in June. You may coupon one or all of the above heavy-marketing areas at our low, group cost.

COUPONING LAST TIME AT OLD, LOW POSTAGE RATES! July 1st postal hikes make this June mailing the last one at these low rates: \$6 per thousand if maximum of six, non-competitive coupons mailed in an area—five coupons, \$7—four, \$8—three or less, \$10. This one price includes everything—three-color printing of coupons (two sides), dealer promotional mailings, and all mailing costs. There are no additional charges. You furnish only black-and-white art work and color overlay!

"BRANDS YOU KNOW" mailed 20,000,000 coupons (valued at \$2,000,000) for these leading manufacturers in March, 1952:

Albers Milling Co.	Colgate-Palmolive-Peet	The Frito Co.
Best Foods Co.	Durkee Famous Foods	General Foods Corp.
The Borden Co.	Fisher Flouring Mills	Lang & Co.
B. T. Babbitt	Folger Coffee Co.	Wesson Oil & Snowdrift

Write, wire or phone for complete details and samples of March mailings!

"BRANDS YOU KNOW"
A division of
HECHT-ARMS CO.
612 Howard Street, San Francisco 5, California - Garfield 1-8500
Ben B. Vail, 141 East 44th Street, New York 17, N. Y. - Murray Hill 7-4631
J. E. Ransburg, 1009 Waimanu Street, Honolulu 14, Hawaii

Pulse Network TV Ratings In 21 Markets, Feb. 1-7, 1952

Once-a-Week Shows	Multi-Weekly Shows
Godfrey's Talent Scouts (Ligton, CBS) 39.4	Howdy Doody (Several sponsors, NBC) 16.7
Texas Star Theater (NBC) 36.4	Goldbergs (Ekco, Rylatol, NBC) 15.3
Show of Shows (Several sponsors, NBC) 35.5	Kate Smith (Several sponsors, NBC) 13.7
Red Skelton (P&G, NBC) 35.2	Camel News Caravan (NBC) 13.1
I Love Lucy (Philip Morris, CBS) 34.0	Dinah Shore (Chevrolet, NBC) 12.5
Godfrey & His Friends (Chesterfield, Tomi, Pillsbury, CBS) 33.9	Perry Como (Chesterfield, CBS) 12.5
Groucho Marx (DeSoto-Plymouth, NBC) 32.2	Katie Fran & Ollie (National Biscuit Co., NBC) 11.3
Fireside Theater (P&G, NBC) 31.2	CBS-TV News (Hemobile, CBS) 10.3
TV Playhouse (Philco, Goodyear, NBC) 29.8	Those Two (P&G, NBC) 10.0
Mama (Maxwell House, CBS) 29.7	Stork Club (Fatima, CBS) 9.6

Dickerson & Associates Bows

Dickerson & Associates, an agency, has been formed with offices in the Pure Oil Bldg., Chicago 1. Principals are John D. Ware, previously with H. M. Gross Co., Chicago agency, and Eric N. Rasmusen, formerly copy chief of Erle Baker Advertising, Chicago.

'Philadelphia News' Hikes Rate

The Philadelphia News has raised its flat agate line rate from 41¢ to 45¢. All other agate line rates (political, amusements, sporting events and financial and bank statements) remain the same.

Rockwood Schedules Wafers, Bits Drive

NEW YORK, April 9—Rockwood & Co. will run a campaign for its chocolate wafers and bits beginning April 14 through Young & Rubicam.

The wafer drive will make use of frequent b/w insertions on a regular schedule in more than 50 daily newspapers. The ads will feature four flavors. Radio spots and participations will also be used.

Bits will be advertised weekly through the editorialized shopping columns of Jessie's Notebook and Nancy Sasser's Buylines. Bits advertising will cover the same market areas as the wafer ads. Window streamers, display dump tables, aisle stoppers and shelf strips will be used at the point of sale.

Standard Oil Wins Award

Standard Oil Co. of California has won the Paul Bunyan award of the Seattle Chamber of Commerce for the annual promotion that brings greatest national attention to Seattle. The company was given the award for two films, "Seattle, U.S.A." and "Seattle Seafair," plus the weekly Standard Symphony Hour, broadcast on a coast network, which features the Seattle Symphony Orchestra from time to time.

ABC Adds Four Members

The Audit Bureau of Circulations has added six advertiser members and two agency members. The advertisers are Courtauld's (Canada) Ltd., Montreal; Crane Ltd., Montreal; Grand Union Co., E. Paterson, N. J.; International Milling Co., Minneapolis; Kroger Co., Cincinnati; and Templeton's Ltd., Toronto. Agency members are Harold Cabot & Co., Boston, and Jaqua Co., Grand Rapids, Mich.

'PARD Bulletin' Returns

The Philadelphia Assn. of Retail Druggists will resume publication of its official journal, *The Bulletin*, in July. The magazine, in a new slick-paper format, will have a guaranteed circulation exceeding 3,000. Rates are \$100 per full page on a one-time basis, down to \$80 for 12 insertions within a year.

National Nielsen-Ratings of Top Radio Shows Week of Feb. 17-23, 1952

All figures copyright by A. C. Nielsen Co.

CURRENT RANK	PROGRAMS	HOME (000)	CURRENT RATING
EVENING, ONCE-A-WEEK (AVERAGE FOR ALL PROGRAMS) (2,953) (6.9)			
1	Jack Benny (American Tobacco, CBS)	6,805	15.9
2	Amos 'n' Andy (Rexall, CBS)	6,720	15.7
3	Lux Radio Theater (Lever Bros., CBS)	6,120	14.3
4	People Are Funny (Mars, CBS)	5,307	12.4
5	Charlie McCarthy Show (Coca-Cola, CBS)	5,264	12.3
6	Our Miss Brooks (Colgate, CBS)	4,622	10.8
7	Dr. Christian (Chesbrough, CBS)	4,366	10.2
8	Theater Guild on the Air (U. S. Steel, NBC)	4,366	10.2
9	Suspense (Electric Auto-Lite, CBS)	4,237	9.9
10	Arthur Godfrey's Scouts (Lever-Ligton, CBS)	4,109	9.6
EVENING MULTI-WEEKLY (AVERAGE FOR ALL PROGRAMS) (1,840) (4.3)			
1	Beulah (P&G, CBS)	3,124	7.3
2	Lon Ranger (General Mills, ABC)	2,825	6.5
3	One Man's Family (Wiles Labs., NBC)	2,656	6.3
WEEKDAY (AVERAGE FOR ALL PROGRAMS) (2,054) (4.8)			
1	Romance of Helen Trent (Whitehall, CBS)	3,895	9.1
2	Our Gal Sunday (Whitehall, CBS)	3,724	8.7
3	Ma Perkins (P&G, CBS)	3,510	8.2
4	Big Sister (P&G, CBS)	3,510	8.2
5	Wendy Warren (General Foods, CBS)	3,510	8.2
6	Aunt Jenny (Lever Bros., CBS)	3,467	8.1
7	Guiding Light (P&G, CBS)	3,338	7.8
8	Perry Mason (General Foods, CBS)	3,253	7.6
9	This is Nora Drake (Toni Seeman, CBS)	3,167	7.4
10	Arthur Godfrey (Liggett & Myers, CBS)	3,124	7.3
DAY, SUNDAY (AVERAGE FOR ALL PROGRAMS) (1,370) (3.2)			
1	True Detective Mysteries (Williamson, WBS)	3,832	8.3
2	The Shadow (Wildroot, WBS)	3,082	7.2
3	Martin Kane, Private Eye (U. S. Tobacco, NBC)	2,354	5.5
DAY, SATURDAY (AVERAGE FOR ALL PROGRAMS) (1,626) (3.8)			
1	Theater of Today (Armstrong, CBS)	2,996	7.0
2	Red Skelton (P&G, CBS)	2,868	6.7
3	City Hospital (Carter, CBS)	2,568	6.0

National Nielsen-Ratings of Top TV Shows Two Weeks Ending March 8, 1952

All figures copyright by A. C. Nielsen Co.

Rank	Total Homes Reached	Program	Popularity* (%)	Current Rating
1	9,053	I Love Lucy (Philip Morris, CBS)	59.7	59.7
2	8,025	Texas Star Theater (NBC)	57.5	57.5
3	7,862	Red Skelton (P&G, NBC)	51.5	51.5
4	7,477	You Bet Your Life (DeSoto-Plymouth, NBC)	50.9	50.9
5	7,105	Colgate Comedy Hour (NBC)	47.4	47.4
6	6,975	Your Show of Shows (Reynolds Tobacco, NBC)	46.1	46.1
7	6,763	Fireside Theater (P&G, NBC)	45.8	45.8
8	6,583	Your Show of Shows (Participating, NBC)	44.8	44.8
9	6,436	Philco TV Playhouse (Toni Seeman, CBS)	43.2	43.2
10	6,273	Arthur Godfrey & Friends (Liggett & Myers, CBS)	42.6	42.6

*Per cent of homes reached in areas where program was televised.

ARB Multi-City TV Ratings March 1-7, 1952

American Research Bureau

Rank	Program	Current Rating
1	Talent Scouts (Lever-Ligton, CBS)	52.1
2	I Love Lucy (Philip Morris, CBS)	50.6
3	Red Skelton Show (P&G, NBC)	50.5
4	You Bet Your Life (DeSoto-Plymouth, NBC)	48.6
5	Your Show of Shows (Several Sponsors, NBC)	47.9
6	Blue Ribbon Boule (Palst, CBS)	45.8
7	Colgate Comedy Hour (NBC)	41.0
8	Cavalade of Sports (Gillette, NBC)	39.9
9	Godfrey & Friends (Several Sponsors, CBS)	39.6
10	Godfrey & Friends (Several Sponsors, CBS)	39.1

Rank	Program	Homes (000)
1	I Love Lucy (Philip Morris, CBS)	8,260
2	You Bet Your Life (DeSoto-Plymouth, NBC)	7,960
3	Texas Star Theater (NBC)	7,890
4	Red Skelton Show (P&G, NBC)	7,800
5	Your Show of Shows (Several Sponsors, NBC)	7,730
6	Colgate Comedy Hour (NBC)	6,370
7	Fireside Theater (P&G, NBC)	6,130
8	Philco Playhouse (NBC)	5,980
9	Godfrey & Friends (Several Sponsors, CBS)	5,920
10	Cavalade of Sports (Gillette, NBC)	5,770

POP UP YOUR PRODUCTS IN LIFE-LIKE THIRD DIMENSION with KLEEN-STIK
THE MOISTURELESS, SELF-STICKING ADHESIVE



- Printing and die-cutting provides simple, inexpensive 3-DIMENSIONAL displays!
- Gets prominent locations!
- Available through any printer or lithographer!

KLEEN-STIK Products, Inc. 225 N. MICHIGAN AVE. CHICAGO 1, ILL.

Write TODAY for your KLEEN-STIK "Idea Kit"—FREE!

He heard from the TOP BRASS, themselves!

This fellow wanted a job at a salary well up in the five-figure brackets, and he didn't want to cool his heels in reception rooms looking for it. So he ran a classified ad in ADVERTISING AGE's "Advertising Market Place."

Results? He says: "I can't recommend ADVERTISING AGE too highly for the splendid response. I got over a dozen inquiries and with one exception they all came from either the presidents or the executive vice-presidents, indicating that ADVERTISING AGE is routed to the top men first!"

He's right: To reach the men who make the decisions, tell your story in ADVERTISING AGE's classified columns — the "Advertising Market Place." Rates are low, results are tops!

Information for Advertisers

No. 4313. *Effect of Commendation Seal on Consumer Acceptance.* "How Advertisers Can Use the Parents' Magazine Commendation Seal to Build Confidence and Increase Sales" is a case-history booklet offered by the publication, telling how sales increases of 48 to 150% have been noted as a result of the seal's use in promotion and advertising.

No. 4318. *Food Packaging Analyzed.* "Packaging Practices in The Food Industry" is a detailed new study offered by Food Engineering, covering packaging practices and the responsibility for buying packaging machinery, materials and supplies. Charts and discussions give typical procedures in 23 different plants of all kinds and sizes, in all parts of the country.

No. 4319. *Guide to Special Labeling.* "Kaumagraph Reports to Industry" is a new booklet offered by Kaumagraph Co., describing and illustrating its products and services in the labeling field. These cover dry transfers, prestomarks, embossed labels, etc. Actual samples are tipped-in in glassine envelopes. Should be in the art and production files for reference.

No. 4321. *Selling to the Printing Field.* *Printing Equipment Engineer* offers a new Data File folder, containing data sheets on basic market information, buying practices in commercial and newspaper plants, editorial, circulation, extra value issues, and buying guides in the printing industry.

No. 4320. *Basic Guide to Advertising.* "Let's Know Our Business" is

an objective study of advertising and advertising media, prepared primarily for the use of local advertisers, by The Ad-Ver-Tis-Er Inc. It presents a primer discussion of advertising itself, methods of arriving at a budget, the merits of the leading classifications of media, and the over-all considerations which should guide the merchant in relating advertising to his business objectives.

No. 4322. *Fast New Photocopy Machine.* "The Apco Autostat Story" is a new brochure offered by American Photocopy Equipment Co., giving details of its entirely new Autostat machine and process which now makes it possible to produce stats in 45 seconds, without the use of chemical trays, running water, darkroom facilities, etc., and without any drying-time. The new unit is all electric, fully automatic, and may be used anywhere, by anyone.

No. 4323. *Summer Selling in St. Louis.* That they listen just as much, that they buy just as much, and that vacation business is big business are the themes of "Summer in St. Louis," a brief analysis of June-July-August listenership offered by Station KMOX.

No. 4324. *How to Handle a Contest.* "The Letter from Willie Jones" is a new brochure offered by Associated Activities Inc., telling of its service to advertisers in handling inquiries, coins, boxtops, etc., mailing out premiums and prizes, and handling sample mailings, direct mail inquiries, consumer mail surveys, etc. The brochure points to fact that loss of Willie Jones' dime or boxtop may mean the loss of Willie as a potential customer.

Note: Inquiries for the items listed above will not be serviced beyond May 26.

USE COUPON TO OBTAIN INFORMATION

Readers Service Dept., ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Please send me the following (insert number of each item wanted — please print or type)

.....

NAME TITLE

COMPANY

ADDRESS

CITY & ZONE STATE

THE ADVERTISING MARKET PLACE

Rates: 90¢ per line, minimum charge \$3.60. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Deadline Wednesday noon 12 days preceding publication date. Display classified takes card rate of \$12.00 per column inch. Regular card discounts, size and frequency, apply on display.

POSITIONS WANTED

SPACE SALESMAN - 7 years experience; newspaper and magazine classified and display. Coll. grad. 26. Best references. Box 5016, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

ARTIST - 16 Years of Creative, Practical and Diversified Experience. \$3500. Box 5018, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

SUPERMARKET ADVERTISING - MERCHANDISING Top chain experience. Seasoned food merchandising, advertising and sales promotion. Background includes agency, radio, display, Young, realistic, creative. Single, age 23. 4-F. Will relocate. Box 5020, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

FRED J. MASTERSON ADVERTISING - PUBLISHING PERSONNEL All types of positions for men and women. 185 N. Wabash FR 2-0115 Chicago

EXPERIENCED ADVERTISING MAN Planning, copy, layout. Field contact. Work with agency. 3 years white-goods manufacturer. College grad: Journalism, advertising (masters). Age 29. Married. Yet. Will send personal history immediately. Box 5021, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

HAVING ART DEPT. BLUES? Experienced art director and manager, now successfully operating art department in medium size agency. Has increased profits substantially every year—figures to prove it. Wants crack at bigger game. \$10,000 salary. Box 5022, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

We have attractive positions for men and women in Advertising and Publishing. MYRTLE BARNARD - CARMEN TAYLOR 176 West Adams Ce 6-3178 - Chicago

ARTIST: 15 yrs. exp. Top-notch layout, lettering, finished illus. Fit into or take charge of art dept. \$3500 per yr. Will get you capable producer. Box 5023, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

PUBLICATION OR AGENCY PRODUCTION POSITION desired by competent, adaptable man with 10 years of solid all-around printing production and purchasing experience—trained in layout, lettering and keylining. Some free-lance. Box 5026, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

ADVERTISING & PUBLISHING FOR ALL TYPES OF POSITIONS. GEORGE WILLIAMS—FLACEMENTS 209 S. State St. Ha 7-2063 Chicago

SALES PROMOTION-AD MGR., ASST. 7 years planning, executing programs for consumer and industrial products for dealer and direct sales. Desire relocate West. Married, 33, college. Box 5030, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

SPACE SALESMAN, presently employed, seeking greater opportunity. Willing to act as Eastern Representative (full time). Acquainted with technical, industrial, Petroleum fields. Seasoned and accustomed to aggressive individual action. Box 5029, ADVERTISING AGE, 801 Second Ave., New York 17, N. Y.

EXPERIENCED AD MANAGER SEeks OPPORTUNITY I would like to use my 22 years of big company experience with a smaller company. Currently, I am ad manager of one of America's large raw materials producers with a budget over \$3,000,000 covering industrial, consumer and institutional advertising. If your budget is two million or less, let's talk. My salary requirement \$12-15,000 depending on location and other considerations. Engineering graduate, age 43. Box 119, Advertising Age, 200 E. Illinois St., Chicago, Ill.

PLAIN, ORDINARY ADVERTISING MAN To head small department or one man operation. Copy, layout or production, \$3000. Box 5031, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

HELP WANTED

DO YOU KNOW TYPE?

This nationally known Chicago firm of advertising typographers plans to add several top-notch servicemen to its present staff. Replies will be held in confidence. Our employees know of this ad. Box 5028, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

SALESMAN WANTED

Publisher of merchandising trade magazines has opening for space salesman covering Western Pennsylvania, Ohio and Eastern Michigan, out of Pittsburgh office. Opportunity for growth to right man. Box 5027, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

MOLENE PERSONNEL SERVICE

Copywriters and all advertising personnel and Editorial writers. BANKERS BLDG. ANDOVER 3 4423

EXPERIENCED advertising manager wanted for large midwestern chemical corporation for advertising products on international basis. The applicant must have qualifications in industrial advertising, must also have M.A. in English. Knowledge of foreign languages desirable. Send qualifications and salary desired to Box 5034, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

REPRESENTATIVES WANTED

Home Comforts Wholesaler—listed S.R.D.S. open for competent publisher's advertising representatives for Illinois - Ohio areas - Comm. basis. Write, L. N. Heatherton, Publisher, 25 East 10th St., N. Y. 3, N. Y.

BUSINESS OPPORTUNITIES

OPPORTUNITY for free-lance Indus. Act. Exec. to join one-man agency or One-man Agency desiring to lower overhead. Write Box 5023, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

AND AN OPPORTUNITY

A well known national organization is looking for a man in his thirties with experience in advertising sales, preferably a man with some business administrative experience. Here is an excellent opportunity for the right man. For interview give us a full story about yourself. Address Box 5019, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

MISCELLANEOUS

IDEAL for studio or agency. 2 floors approx. 2,000 sq. ft. Ideal near north location. North light. \$275. per mo. 621 N. Dearborn Call Sup. 7-4615.

HAVE YOU GOT WHAT THIS JOB TAKES?

We need a publicity genius who can take an employee magazine in his stride, supervise movies and equipment, spark display ideas and become an indispensable man in Advertising Department of national advertiser in building material field. Make your letter prove how good you are. State age, salary required, enclose recent snapshot, today! Box 113, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

YOUR CLASSIFIED ADVERTISEMENTS HERE WILL GET RESULTS

\$1,000,000 IN BILLING LOOKING FOR NEW HOME

I represent an account executive who controls a million dollars in drug and food billing.

To give his accounts the quality of creative thinking which their rapid growth requires, he is considering a change.

His preference is to join up with a top flight 4 A agency interested in this volume business and the potential in his overall ability.

It's possible that he may be persuaded to an interest with a good ad man who has important billing and needs a million or more additional to step over the line.

Replies will be treated in strict confidence. Please give pertinent details.

Address Agent, Box 112, Advertising Age, 200 East Illinois Street, Chicago 11, Ill.

PHILA. ADVERTISING AGENCY SOLICITOR Account Executive

Well established, recognized medium sized agency, handling national and some local accounts wants to expand its business. To an experienced agency man who can produce immediate billing we are prepared to offer a "better" than average proposition with opportunity to eventually earn some stock in firm. Salary and commission to start. Our staff knows of this ad so you may write in full confidence. No interviews granted without complete resumé of your background. Box 112, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

MANAGER WANTED FOR AGENCY CHECKING DEPT.

One of Chicago's largest advertising agencies has an opening for an experienced woman to manage its checking department. Excellent salary, 5-day week, insurance benefits, congenial atmosphere in Loop's finest office building. Phone, write or see Miss Manhoff, Roche, Williams & Cleary, Inc., 135 S. LaSalle Street, Chicago. Telephone Randolph 6-9760.

WANT TO GO WEST? YOUNG MAN?

Here's a job challenging enough to interest a sound-thinking, experienced industrial copywriter . . . a man who likes to mix field work with desk work . . . who is equally at home talking to a typewriter or a client or an industrial engineer.

It's a job with an established, recognized agency in a large Midwestern city, where the pace is stimulating but not ulcer-producing. It's a good job now. And it's a good job with an even better future.

If you are an experienced writer of industrial copy, who wants to enjoy living and working in the unconquered Middle West, write us complete details . . . in complete confidence. ("If you're a Westerner or Middle Westerner now, we'll be glad to hear from you, too!")

CARTER ADVERTISING AGENCY, Inc.
912 Baltimore Ave.,
Kansas City 6, Missouri

SALES PROMOTION SPECIALIST

Here's unusual opportunity in specialized field of building material industry. If you have outstanding sales promotion ability, can constructively supervise editing of company product publication, know direct mail, merchandising methods, displays and exhibits, and are well above average as a public speaker, sell yourself to us by letter stating age, salary bracket. Enclose '52 snapshot.

Box 114, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

AGRICULTURAL ADVERTISING

Excellent opportunity awaits you in strong, Midwest, 4-A advertising agency if you combine good agricultural background with talent for originating and administering creative farm advertising. Write in detail in confidence to: Box 118, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

A E WHO KNOWS TV

Ad mgr. of nat'lly known consumer food item wants agency contact work in Chicago. 2 years of buying and supervising network and spot TV. Thorough experience in all other media plus copy and production background. Thirty. Box 111, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

OPPORTUNITY KNOCKS

Leading national manufacturer of sleep products needs capable ambitious assistant to Ad Director. Must know copy, roughs, layout, production, for dealer aids, catalogs, mats. A good opportunity for the right man. Start at about \$5000. Location Chicago. All replies confidential.

Box 115, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

FEBRUARY 1952 - 1951		GAIN AND LOSS PERCENTAGES—52 CITIES									
CLASSIFICATION	% CHG.	20	10	0	10	20	30	40	50	GAIN	
GENERAL	4.9										
RETAIL	4.9										
GENERAL	-12.5										
AUTOMOTIVE	5.4										
FINANCIAL	3.5										
TOTAL DISPLAY	1.1										
CLASSIFIED	15.5										
TOTAL ADVERTISING	4.4										
DEPARTMENT STORES	1.7										

JAN. 1-FEB. 28, 1952-1951		GAIN AND LOSS PERCENTAGES—52 CITIES									
CLASSIFICATION	% CHG.	20	10	0	10	20	30	40	50	GAIN	
RETAIL	4.6										
GENERAL	-12.6										
AUTOMOTIVE	2.9										
FINANCIAL	7.4										
TOTAL DISPLAY	1.1										
CLASSIFIED	11.0										
TOTAL ADVERTISING	3.6										
DEPARTMENT STORES	1.2										

FEBRUARY LINAGE—Newspaper linage reports from Media Records Inc. for February show gains in all classifications except general advertising. Automotive advertising, down sharply in 1951, was up 5.4% in February, and totals were up 4.4%.

Western Hotels Try New Family Plan: No Charge for Kids

SEATTLE, April 8—To draw in the family trade, Western Hotels Inc. is letting children under 14 in free in any of its 22 hotels.

Much of the family business is going into motor courts and tourist homes, the hotel chain has found. Only 2.4% of its business last year came from families.

Under the new system, parents register and pay the usual rates for a single or double room. Then as many cots as may be needed are moved in free. The hotels have not as yet figured out what they'll do if somebody arrives with more kids than can be housed in a single or double room.

As another bid for bringing the kids along, Western Hotels is doing research on children's recipes

in its research kitchen at the Sir Francis Drake hotel in San Francisco. Good eaters who clean their plates in hotel dining rooms are rewarded with balloons.

Promotion for the plan is on an individual hotel basis. The Winthrop in Tacoma, Wash., is using painted signs headlined, "Children under 14 free." Other hotels in the group will use the same copy. The Newhouse in Salt Lake City will use newspaper ads in nearby areas and in Denver. Seattle's Roosevelt and Mayflower hotels will use spot radio in Spokane and British Columbia.

Along with the free handling of children, Western Hotels is using a new series of newspaper ads patterned after the Ripley Believe-It-or-Not features. Each cartoon-style ad pictures two unusual facts about hotels in the system, lists all 22 hotels and plugs the "hoteletype" system which permits travelers to make free reservations from one hotel to any other in the chain.

The ads are carried in 15 newspapers in cities where Western Hotels are located. They are also scheduled for Sun., Time, the West Coast edition of the Wall Street Journal, and eight trade publications. The hotel chain is taking space in Time for the first time as a result of a study which showed that about 20% of its business comes from the East. The

Time ad will list telephone numbers of the Seattle headquarters and its New York office.

Boisford, Constantine & Gardner is the agency.

Cupples-Hesse Names Two

Cupples-Hesse Corp., St. Louis manufacturer of paper products, has appointed A. L. Watkins, who is v.p. and general manager of Gulf Envelope Co., Houston, a member of its board of directors. At the same time, John A. Stack, Chicago office manager, was appointed to the additional duties of v.p. in charge of the Chicago district operations. He will continue in charge of Chicago sales.

Appoints Dancer-Fitzgerald

Dancer-Fitzgerald-McDougall, San Francisco, has been appointed by Ernest Wilson Candy Co., San Francisco, to direct its advertising.

Reid Named Mergenthaler V. P.

John W. Reid, treasurer of Mergenthaler Linotype Co., Brooklyn, has been named a v.p. He will continue to serve as treasurer.

Dana Switched to Long Beach

Charles Dana, manager of the San Diego branch, has been appointed manager of the Long Beach, Cal., office of Foster & Kleiser Co., outdoor advertising company. He succeeds P. H. Pande, who is retiring after 34 years of service.

Doughty Rejoins Ayer

Nathaniel C. Doughty, who was associated with N. W. Ayer & Son from 1944 to 1950, has rejoined the agency as a service representative in Detroit. Recently he has been manager of the plans-media department of Ward Wheelock Co., Philadelphia.

Tell More!
Sell More!



WITH A Notemaster!

An ordinary ring binder that we have made into a valuable selling tool... it sets-up and takes-down in split seconds. Its simplicity makes it inexpensive. Carried in stock. Also 100s of other items.

SEND FOR FREE FOLDER!

Sales Tools, Inc. 1702 WEST WASHINGTON BLVD.
CHICAGO 12, ILLINOIS



TOMORROW'S NEIGHBORS

Making friends with the coming generation is essential to good community relations. Radio is an effective aid.

Take another look at the kids in the picture.

Today they're schoolchildren, but tomorrow they'll be employees, customers, suppliers... neighbors that any company should cultivate.

What's the best way to make friends with them? The most efficient and economical way is radio. No other medium gets into so many homes, at hours when children are accessible. No other local medium reaches so much of the areas that companies want to influence.

Moreover, radio is superbly flexible. You can tell your story in terms that appeal to the special audience you seek... at any time from early morning to late night!

In six important industrial areas... Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne and Portland, Oregon... you can get the benefit of 32 years' experience in helping industry make friends with its neighbors. You can get this benefit from any one of the Westinghouse radio stations... whose skill and facilities are at the call of company management, advertising agencies, and public relations counselors.



WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBA • KYW • KDKA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

-CALL ON US TO HELP YOU SELL The Great Textile Industry 2nd Largest in the Country

We have helped scores of firms to find and gain new, profitable business from this giant industry.

New, untapped sales opportunities await your call.

Ask our representative near you—he has the facts or will gather more for you.

AMERICAN **Reporter**
TEXTILE

Chicago, Ill., 69 W. Wash. St. John Malloy
Greenville, S. C.—S. C. Nat. Bank Bldg. J. R. Taylor
New York 7, 320 Broadway A. A. Underwood
Boston 10, Mass., 286 Congress St. Main Office

Something New for Salmon: It's a Major Ad Test

SEATTLE, April 9—Salmon packing is one of those curiosities of marketing—a major industry that has grown great with emphasis on production and scorn for merchandising.

It's an industry with an output valued at \$75,000,000 to \$100,000,000 in postwar years. It is made up of dozens of producers, small and large, yet its output goes to market under literally hundreds of brand names, no one of which accounts for any substantial part of the pack.

Counting on price to move the pack, salmon canners have seen the price vary widely from year to year, depending upon whether fish

runs have been heavy or light. From time to time some few men in the industry—generally brokers—have pleaded that salmon packers needed an advertising campaign to sustain demand and to even out the wide price swings. But packers, who for decades have kept their focus on the big task of getting as many salmon as possible into cans each season, weren't interested.

■ Prewar, it is true, packers got together for a short time in an industry-wide promotion, but that fell apart during the war (when funds might have been built up largely out of excess profits), and it has not been revived in the harder selling days that followed the war. Postwar, salmon packers have been troubled to see what every salmon man considers an inferior fish—tuna—move ahead under steady, consistent promotion, gaining new markets and opening the way for larger production.

Now a new effort to put more merchandising into canned salmon is being watched closely. The push comes from Whitney & Co., Seattle, which handles about 15% of the Alaska salmon output, one of the largest blocks of salmon in the industry.

■ Whitney is an old firm headed by Sam Rubenstein, marketing the output of several canneries in which the firm has an interest and of independent canneries from which Whitney buys for its own label. Working through the Burke Co., Seattle agency, Whitney developed a test ad program for the Lenten season. This is what it did:

1. Whitney's labels have been completely redesigned, and separate brand names for separate varieties of salmon have been dropped.

The new Whitney's label now covers the four major varieties of salmon, providing a strong family identification throughout the series. This gives a flexibility that's necessary in this industry. The quantity of any one variety of salmon, whether it's red or pink, fluctuates widely from year to year depending on the run of fish.

■ 2. Whitney went into four test



IN 4 CITIES—This is one of the ads that Whitney & Co., Seattle, has been using in four cities during Lent.

cities with newspaper, radio and television promotion.

3. The company worked closely with its brokers in each of these cities before the campaign opened up. It established distribution in retail outlets handling 70% of the retail volume, and provided point of sale material tying in with media advertising.

4. The company ran a special promotion direct to more than 4,000 retail grocers to let them know about the promotion and to whet their interest.

The test cities were Omaha, Louisville, Huntington, W. Va., and Evansville, Ind. The campaign was timed for Lent, and the preliminary results are reported highly encouraging.

■ In each of the cities, the promotion for Whitney's probably ranks as the heaviest concentrated campaign put on by any salmon distributor. In recognition of this fact, the cities used for the promotion were carefully selected. Considerations included these: A city chosen for the campaign should have one newspaper and a good merchandising department in that city, and Whitney & Co. should have in that city a strong, progressive broker.

Newspaper advertising ran from 330 lines in black and white to 1,000 lines in two colors on the opening day of Lent. Television

Wanted: Current, Up-to-Date Market Data for AA Readers

The fifth annual Market Data Section of ADVERTISING AGE will appear in the May 12 issue. The idea is to bring together, in one place, all possible market data issued by advertising media, trade associations and others.

The data will be described briefly, and classified by type of market or geographic area, thus providing a comprehensive index of all available market data in all fields.

Last year, approximately 1,000 separate pieces of market data were listed in the section, and readers of ADVERTISING AGE sent in requests for nearly 25,000 individual pieces.

Advertising media, associations, trade groups and others are invited to submit market studies or compilations for inclusion in this master list. There is no charge for such listings, but the material must measure up to the following standards:

1. It must be current. Nothing published prior to June, 1951, will be accepted.

2. It must contain market facts. Booklets or brochures which contain media data only will not be listed.

3. It must be available for distribution to advertisers and agencies, preferably without charge. If there is a charge, or other conditions are attached to its distribution, this should be clearly stated.

4. It must be received before April 15, 1952.

Market data material scheduled for publication before Sept. 1, 1952, will be listed in a "not yet published" tabulation, provided that a 100-word description of each such item reaches ADVERTISING AGE before April 15. The description must include probable date of publication and any conditions attached to distribution.

Actual copies of all other material to be listed should be addressed to the Market Data Editor, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, with any necessary explanatory notes.

was handled via daytime spots, with about 24 spots in the six-week promotion. Radio also used spots, about 37 in each city, daytimes. Display pieces were made from the two-color newspaper ads. Banners also were made for grocers. Recipe folders were stuck to the top of each can bearing Whitney's label, suggesting tasty dishes that provide the main item in a meal and are more economical than meat.

package consisting of a one-pound tall salmon can bearing the Whitney label, packaged in Pliofilm. The can obviously did not contain salmon but did have something in it. Retailers who got out the can opener found some labels, a 4" streamer and window banner, and the whole story of the promotion with supporting materials.

Wholihan Named Barnes V. P.

Ray Wholihan has joined Barnes Advertising, Milwaukee, as v.p. He has been in advertising and sales promotion for 25 years.

GET SPOT ATTENTION ... FOR YOUR AD!

Low cost Phosphate Coated Steel Frames in a wide range of sizes. Poster cards quickly installed, quickly interchanged. Push up, pull down, it's in. Push up, pull out, it's out. Write today for complete information.

YARDER "TRUK-AD" CARRIERS

YARDER MFG. CO., 816 PHILLIPS AVE., TOLEDO 12, O.

OUR 25th ANNIVERSARY



Space Buyer

"I bought GAS

... because of its two-fold circulation plan of 96.53% verification for list accuracy by C.C.A. and a 93% Readership verification by an independent auditor. This plan proves conclusively the identity and readership of the men who read GAS and reduces waste circulation to a minimum."

... and because GAS has

- ▶ Largest circulation, with 92% to individuals in Gas Companies.
- ▶ Its circulation reaches the men who have authority to buy—the same men your salesmen contact.
- ▶ More complete coverage of the billion dollar gas utility and pipeline industry.
- ▶ Authoritative editorial coverage backed by 26 years experience features the know-how and why of methods and techniques, which means high readership.
- ▶ More editorial and advertising pages per issue than any other Gas Industry Publication.
- ▶ A circulation increase of 79% in 10 years has kept pace with the growth of the industry.
- ▶ Lowest advertising rate per thousand circulation, plus complete industry coverage.

GAS Write for Latest Market Data ...

NBP

A JENKINS PUBLICATION

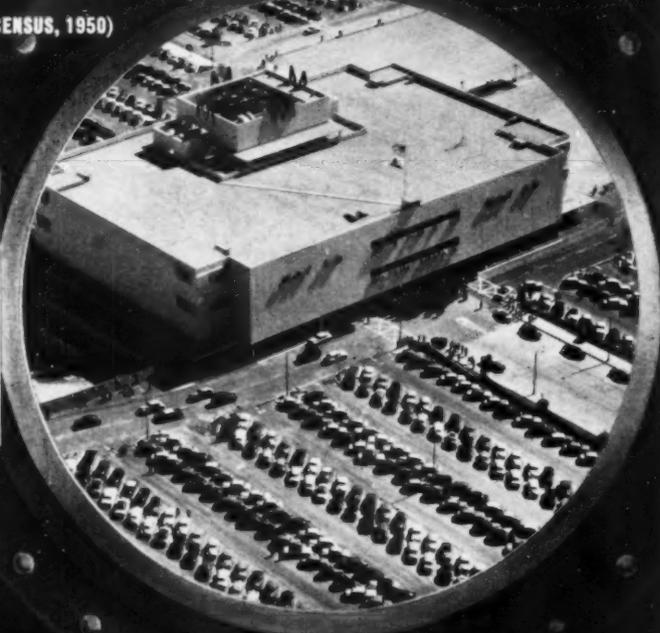
198 So. Alvarado Street
Los Angeles 4, California

LOOK AGAIN AT LONG BEACH, CALIFORNIA!

250,767 (U. S. CENSUS, 1950)

The May Company has just opened the world's largest suburban department store in the Lakewood section of Long Beach "the luckiest, richest town on earth".

*Saturday Evening Post, Jan. 12, 1952



... where 2 out of 3 read the Press-Telegram

Represented Nationally by Cresmer & Woodward, Inc.

FCC Allows 78 Days for TV Applications

(Continued from Page 1)

will be available in many of the markets that are already well along on VHF television. For example, two commercial UHF channels are added to New York, two in Los Angeles, five in Chicago and three in Philadelphia. Denver is assigned five VHF channels, including one for educators, and three UHF channels.

Final sessions on the plan witnessed a startling internal argument over the validity of FCC's allocation plan.

Commissioner Robert Jones finally issued a dissent, contending that elaborate allocations of this kind are unnecessary and possibly illegal.

Adoption of the allocation plan today beat by five days the deadline announced by Chairman Paul Walker in a speech before the National Assn. of Radio and Television Broadcasters April 2. It marked the conclusion of a proceeding which ranks among the longest and most complicated FCC has held.

FCC took 21,000 pages of testimony and had over 800 exhibits in the course of its broad investigation of the technical requirements for a long-term TV system to provide multiple service choices for most of the nation.

Originally conceived as a procedure to find more channels, and eliminate shortcomings in earlier channel allocations, the "freeze" proceeding was complicated by excursions into color television, and the role of educational broadcasters.

Would-be telecasters stood hungrily on the sideline as the lucky 108 who got in before the freeze converted television from an experiment into a lusty commercial enterprise.

FCC people anticipate that at least 1,000 applications will be on hand by the time processing is resumed in mid-July.

Broadcasters have already been warned that processing will move at a snail's pace because of FCC's budgetary problems.

"We don't have the staff to roll out these grants," Chairman Walker warned NARTB. "We might as well face it. The commission seems destined to be a bottleneck."

Despite the defense program, manufacturers are reported to be in a position to meet the needs of all the stations that are likely to get under construction this year. Officials have estimated that 12 to 20 stations could be near completion in 1952. At least 100 stations will be in various phases of construction by mid-1953, according to industry sources.

At the present time, the 108 operating TV stations are located in 63 markets, reaching approximately half the national population. Forty of the stations have their markets all to themselves. There are 11 two-station markets; 8 three-station markets and 2 four and seven-station markets.

The lifting of the freeze opens the way for a vast change in TV economics. With new markets opening up, TV's national coverage will improve.

Biggest change will be in the competitive situation. As a result of the preponderance of one-market stations, ABC and DuMont have complained constantly of an inability to clear station time. Two years ago, FCC suggested it might be necessary to require stations in single station markets to limit the proportion of time relinquished to

any one network.

In announcing its "unfreeze" FCC acted to minimize delay wherever possible.

By a vote of five to one, the commission agreed to handle applications in each community on a channel-by-channel basis. Commissioners supporting this plan expressed hope it will enable some applicants to TV-less communities to avoid the lengthy competitive hearings which many face in the more desirable markets.

The channel-by-channel system is a departure from FCC's past policy. In pre-freeze days, all applications for permits in a particular market were tossed in a "single pot." Where the number of applications exceeded the number of channels, FCC held competitive hearings and handed permits to the "best qualified" of the lot.

Under the channel-by-channel plan, FCC will hold competitive hearings only for those applicants who specify the same channel in any particular community. An applicant who applies for an untested channel will get prompt processing, regardless of the number of other applications for the other channels in his community.

Opponents of the channel-by-channel plan claim it leaves too much to chance. However, its sponsors say that in practice it is likely to clear the way for quick approval for those, such as established broadcasters, who are clearly the outstanding applicants in a particular community. In support of this theory, they contend that few novices would care to be in competitive hearing with well-known broadcasters. Therefore, they say, novices will probably leave well-qualified applicants by themselves, and squabble among themselves for other channels in each community.

When processing begins, FCC is expected to do its best to provide quick action for Denver, Portland, Ore., Akron and a handful of other major cities which have been without TV. The commission will also move relatively fast on applications from medium-size communities where the number of available channels easily exceeds the number of applications. The commission will give special attention to applications for the new UHF channels.

In addition, the commission also will quickly service: 1. Uncontested applications from communities which do not have TV at this time; 2. Uncontested applications from partially served communities; 3. Contested applications from communities which have no TV at this time; 4. Contested applications from communities that are already partially served.

In issuing its order today, FCC stressed that the 400 applications which were on hand when the freeze started on Sept. 30, 1948, would not have any precedence over the applications received during the period ending July 1. Staff members anticipate that many of the old applications will be amended to specify channels which are available as a result of the broadening of the TV band.

In his talk to NARTB, Chairman Walker described the impending processing application in terms of the scramble that took place with the opening of the Oklahoma frontier.

"Today," he said, "we are at another kind of frontier—a new frontier of the ether." He observed that "many of you sitting around these luncheon tables this noon

have good reason to dream of high success and substantial fortunes by staking your claims in this newly opened strip of the radio spectrum."

He reviewed the phenomenal development of TV since the freeze was ordered. With only 108 stations operating and 16,000,000 sets in use, the TV industry's income in 1951 before federal taxes was more than \$43,000,000, he pointed out.

"The 93 independent stations made 30¢ on a dollar," he exclaimed.

The new allocation plan envisions as many as 2,500 stations serving about 1,400 communities. Most major markets would have three or more assignments, with the largest communities having as many as seven stations intermixed in the two bands.

While there inevitably would be disappointment over the allocation of assignments in the present band, the importance of VHF has been diminishing to some extent as a result of recent developments. On the basis of fresh information about the characteristics of the ultra high frequency band, experts believe that in new markets, where relatively few sets are in use, the UHF stations will prove to be as desirable as the VHF stations.

Difficulties began to develop in TV shortly after stations began to use the 12 channels which were made available with the lifting of the World War II construction freeze.

By early 1948, when fewer than 50 stations were on the air, FCC began to get reports that stations assigned to the same channel were interfering with each other.

In mid-year, FCC decided it might have to revise its allocations to increase the spacing. At that time the commission spaced "co-channel" assignments only 150 miles apart.

At the same time, FCC noticed that the number of TV applications on hand already exceeded the total number of assignments possible in the 12-band system.

After conferences with industry engineers in mid-September, the commission issued its famous "freeze" order—an announcement that processing of applications would stop, pending an investigation of TV problems. Among the issues raised:

1. Are there technical flaws in the existing 12-channel system?
2. Is it time to open up additional channels in the ultra high frequency band which had been reserved for TV's future development?
3. In the event UHF is to be opened, what provision shall be made for color television?

Technical papers published by the commission in November and December, 1949, demonstrated that an alarmingly small amount of information about the technical behavior of TV signals was available. Industry engineers joined in further investigations of the VHF and UHF bands.

On June 11, 1949, FCC issued its first proposed two-band system: an allocation plan opening 42 channels in the UHF band. At the same time, the commission announced that the opening of UHF required an immediate investigation of color, to insure that color would fit into the new plan.

"Unless provision is made for color now," Chairman Wayne Coy warned, "the introduction of color may be impossible for decades. The opening of UHF is TV's last frontier."

In mid-1949, FCC was expressing hope the freeze would be over "in six to nine months." But the hearing on color TV dragged along

LISTERINE STOPS BAD BREATH

KILLS ODOR BACTERIA
BETTER THAN TOOTH PASTE
BETTER THAN CHLOROPHYLL



TAKE YOUR CHOICE—It hasn't happened yet but if the Listerine test ad on the left (AA, April 7) should ever find itself in the same newspaper as the Chloramint ad on the right, pity the befuddled consumer! "Kills odor bacteria better than chlorophyll!" reads the Lambert & Feasley ad for Listerine. But Purepac Corp.'s ad, now running in New York dailies, says Chloramint "gives you instant longer-lasting protection" because of chlorophyll. Leonard Wolf & Associates is the agency.

Takes Your Breath Away!

WITH CHLORAMINT
MOUTH WASH



More Chlorophyll Toothpaste Marketers Prepare National Ad and Sales Campaigns

(Continued from Page 1)

from September 26, 1949, until May 26, 1950, and provided a record of 10,000 pages plus 265 exhibits. By September, FCC was ready to adopt the CBS color standards, a decision which was subsequently contested unsuccessfully in the courts by RCA.

Late in 1950, the commission took up general engineering phases of the allocation, and then the proposals that portions of the allocation plan be earmarked for non-commercial TV stations. On March 22, 1951, the commission issued a revised allocation proposal using all 70 channels of the ultra high frequency band, and earmarking 209 of about 2,000 assignments for non-commercial stations. At the same time, FCC suggested it might soon begin issuing permits for certain UHF assignments, for higher power for existing stations and for new stations in Hawaii, Alaska and other U. S. possessions.

Three months of legal maneuvering followed. More than 700 comments and 400 oppositions to the revised plan were noted. Members of the Federal Communications Commission Bar filed a statement contending FCC is powerless to adopt a firm allocation plan.

In July, 1951, FCC turned down a request from common carriers for five of the UHF channels which were part of the new TV allocation. It rejected the bar association's legality charge. It authorized increased power for existing stations, but made no new grants. By mid-month, FCC was ready to open public hearings on the allocation plan, a hearing which would inevitably involve several hundred attorneys and undoubtedly consume months of time.

On the eve of the hearing, NARTB suggested that each interested party submit views in writing instead of holding an oral hearing. This so-called "paper hearing" was conducted from September through December, 1951, with more than 1,500 issues reportedly raised by interested parties.

Since December, FCC staff members sorted through suggestions and comments accumulated in the paper hearing. To avoid subsequent litigation, each of these 1,500 comments had to be answered in the final 600-page document issued by the commission today.

CKCK Promotes Roy Malone

Roy Malone, account executive, has been promoted to commercial manager of CKCK, Regina, Sask. He succeeds A. G. Seabrook, who has joined CJIB, Vernon, B. C., as station manager.

biannual convention of the National Assn. of Chain Drug Stores taking place in Hollywood Beach next week, Bristol-Myers picked the Miami area to begin a regional marketing program which will take Ipana ammoniated chlorophyll across the country.

Following Ipana's introduction there, the product will be introduced in Charlotte, Augusta, Memphis and other cities in a matter of days. Ipana then will move to the Southwest where it will break in Abilene, Albuquerque, Dallas, Fort Worth, Houston and other markets.

Next stop is the West Coast, where Los Angeles, San Diego and San Francisco are included among the introductory cities.

Advertising will be mostly in newspapers, with an assist from radio. No color advertising is scheduled. Doherty, Clifford & Shenfield is the agency.

Amm-i-dent will use full pages (color where available) and a strong spot radio program to enter the New York market. Initial expansion will be along the East Coast.

It looks like Amm-i-dent will be the first chlorophyll paste to go after Lever Bros.' pace-setting Chlorodont with a national magazine and Sunday supplement advertising program. Within one month, color pages will run in Life, Look, The Saturday Evening Post and Parents' Magazine. Smaller space ads will follow up.

Ads also are scheduled for The American Weekly, the First Three Markets Group, This Week Magazine and Parade. In addition, a half-page tie-up with McKesson & Robbins' vacation needs promotion is scheduled for Puck—The Comic Weekly, June 29.

Amm-i-dent chlorophyll will also be promoted on the TV "Danger" and "Dick Tracy" programs, plus video spots. Dentists have received heavy detailing by Block for the paste. Cecil & Presbrey is the agency.

On the patent litigation front, things appear to be quiet this week. On the chlorophyll production front there was good news. American Chlorophyll Inc., Lake Worth, Fla., which claims to have 90% of the world's chlorophyll production—thereby making it the leading producer—told AA that it is designing a new plant which will have a monthly production of 20,000 pounds. The company currently is turning out more than 4,000 pounds of the green-colored miracle product monthly and expects to be doing better than 10,000 pounds monthly by July.

Western Publications Group Makes Awards

(Picture on Page 72)
 LOS ANGELES, April 8—Eleven awards for 1951 publishing achievements were made today by the Western Society of Business Publications.

Grand prize in the society's fourth annual awards of merit contest was for the publication doing the best over-all job on behalf of its readers, advertisers and the

industry it serves. It went this year to Edgar P. Hoener, editor and publisher of *The Timberman*, Portland, Ore. Special recognition in this class went to Bob Johnson, editor and manager of *Western Metals*, Los Angeles. Mr. Johnson also received the Publishers Consultants Plaque for the greatest improvement in a publication during the year.

Honorable mention certificates of recognition for the best over-all publication job were presented to Mrs. Virginia Scallon, fashion editor of the *California Stylist*, and to Otto P. Spitzer, editor and publisher, *Chefs' and Stewards' Manual*.

■ Other awards were: Best feature story series servicing industry—Glover Hendrickson, editor, *Western Plumbing & Heating Jour-*

nal; honorable mention—Fred Russell, co-publisher and technical editor, *Western Motor Transport*. Outstanding news reporting job—Irving L. Diamond, editor and publisher, *Arizona Beverage Journal*; honorable mention—William Clark, editor, *Gas*.

Outstanding departmental column—S. H. Evans, editor, *Pacific Laundry & Cleaning Journal*. Outstanding special issue during 1951—Frank Howatt, editor and publisher, *Western Grower & Shipper*; honorable mention—William Clark, *Gas*. Outstanding advertising or sales promotion achievement—Gordon Monfort, editor, *Farm Management*.

The awards were made by a committee consisting of H. E. Cassidy, executive v.p., McCarty Co., chairman; Jack Quisenberry, advertising manager, Axelson Mfg. Co., and Eustace Cockrell, associate editor, *Fortnight*. Winners were chosen from 142 entries by 55 persons and representing a total of 47 business papers.

Wilson Promotes Snead's Victory; Newspaper Errs

(Continued from Page 3)
 product ads, aimed at the sporting goods buyers of large department stores.

■ Trade advertising, which is extensive, consists of ads in the following fields: (1) leading golf and tennis journals; (2) school and college publications; (3) sporting goods publications, and (4) specific publications like the *Sporting News* (baseball) and *Industrial Sports Journal* (equipment for company teams).

For its 7,000 dealers, and others, Wilson gets out a Monthly Memo which Mark Cox, advertising and public relations director, describes as a "combination house organ, publicity outlet and merchandising publication." It has a monthly circulation of about 30,000, going, in addition to dealers, to golf and tennis pros, coaches, professional baseball teams and newspapers.

The memo contains stories and pictures showing what various athletes (particularly those on Wilson's staff) and teams are doing.

■ Currently Wilson is mailing to 300,000 consumers a 12-page booklet on the company's golf balls. At ten-day intervals, three additional booklets, one each on irons, woods, and bags and utility clubs, will be sent to the same list. The company compiled its list mostly from names sent in by its 27 distributors and by numerous private golf clubs.

Still another Wilson promotion is its annual Press-Radio-TV guide, which it sends to some 2,000 golf writers throughout the country. It contains background information and records of all members of the company's golf advisory staff, plus records of the winners of major golf tournaments over the years.

ACUSHNET PLANS '52 GOLF BALL CAMPAIGN

NEW BEDFORD, MASS., April 8—Acushnet Process Sales Co. will tee off on its 1952 advertising campaign for Acushnet Titleist golf balls next month. Two-color half-page ads are scheduled in May issues of *Collier's*, *Golf World*, *The Golfer*, *Golfing*, *The Saturday Evening Post* and *Time*. The campaign runs through the fall.

Copy will be based on two things determined in recent surveys, Acushnet says, which showed: (1) that in the majority of golf clubs Acushnets outsell every other make, and (2) that through the years more Acushnets have been played by "big money" professionals than any other brand of ball.

■ Trade paper ads will use some two-color bleed second and back covers. The trade campaign once again will include controversial editorial-type ads arguing against golf equipment manufacturers' subsidizing pros with free equipment, in order to get their products featured in pro shops.

Point of purchase material will be sent to pro shops (Acushnet sells only through these shops), and direct mail will also be used.

H. B. Humphrey, Alley & Richards Inc., Boston, is the agency.

Wise & Keefe Bows

Wise & Keefe, agency and public relations organization, has been opened in the Palace Theater Bldg., Cincinnati. Members of the agency are Nathan S. Wise, formerly advertising and publicity director of RKO Theaters in Cincinnati, and James C. Keefe, formerly public relations representative in the Cleveland, Cincinnati and Indianapolis areas for 20th Century-Fox.



Agency: Gray & Rogers, Philadelphia

are YOU looking?

Advertisers like the Diamond State Telephone Company have found the "something" that pays off in increased sales through the use of transportation advertising. May we show you?

Nation Wide Bus Advertising, Inc.

220 E. 42nd St., New York
 —from Vermont to Georgia—

BY APPOINTMENT



TO THE AMERICAN PUBLIC



In some countries products are endorsed by the Crown, and bear the arms of the royal family. That gives them prestige which stimulates sales.

But in democratic America our products are endorsed solely by the approval of the American people, and are identified by brand names and trademarks that have won esteem the hard way.

Here every product must stand on its own feet, and fight for survival in the intense competition of the market place.

Here there is no easy road to popularity or leadership—no suggestion from government as to what you shall buy or what you shall pay. Under our brand system, which is the very keystone in the structure of our free economy, people can separate the wheat from the chaff and make their purchases solely on the basis of merit and appeal to their personal tastes and preferences.

Our system of brand names and advertising is important to the American way of life for two other basic reasons:

1. It develops broad markets for our goods, which in turn stimulate volume production. As a result, many conveniences that would otherwise be luxuries can be sold at prices almost everyone can afford.
2. Brand competition spurs our manufacturers to greater efforts to please us. And this results in constant product improvement and the birth of many new products to add to our comfort and happiness.

Getting this story across, simply, clearly, is an important job—a task that calls for the concentrated efforts of all who have a stake in the success of manufacturers' brand names.

Brand Names Foundation

INCORPORATED

A NON-PROFIT EDUCATIONAL FOUNDATION • 37 WEST 57th ST., NEW YORK 19, N. Y.

WEDNESDAY, APRIL 16 IS BRAND NAMES DAY 1952



SINGING SWEETHEARTS—L. F. Carlson (center), advertising and merchandising manager of the Oldsmobile division, General Motors Corp., confers with Jean Ruth and William G. Lechner, Hollywood actors billed as Oldsmobile's "Singing Sweethearts," Johnny and Lucille. The couple is featured in a color film used to introduce the '52 Olds to dealers and also on TV commercials.

Twin Coach Co. Promotes New Truck, Aircraft Parts

Twin Coach Co., Kent, O., is preparing two new campaigns for its vehicles. One, starting in May, will focus on a new delivery truck called the Fageol van. It is claimed it "will carry more payload for its length than anything

now on the market."

The other campaign will spotlight the activities of the Twin Coach aircraft division in Buffalo, which produces parts for Piasecki helicopters and Grumman aircraft. Business and trade publications will be used in the campaigns. Palm & Patterson, Cleveland, is the agency.



You Can Sell This PLUS-BUSINESS Market!

Raleigh and the 33 County "Golden Belt of the South", a tremendously prosperous area that accounts for practically ONE THIRD of North Carolina's trade activity. Look at the figures. See what you're missing if you are not selling this Major Market!

Retail Sales . . . \$ 824,081,000	31% of N. C. Total
Food Sales . . . \$ 168,993,000	30% of N. C. Total
Autom. Sales . . . \$ 198,327,000	31% of N. C. Total
Eff. Buy. Inc. . . . \$1,170,806,000	32% of N. C. Total
Farm Income . . . \$ 440,847,000	59% of N. C. Total

[SM-5/10/51]

The *Raleigh*
News and Observer
MORNING & SUNDAY

RALEIGH, N. C.

Sell this big market the sure way, the tested way, with the Golden Belt's ONLY Morning-and-Sunday Newspaper

114,446 Morning
118,912 Sunday

[ABC Audit, 12/31/51]

Rep: The Branham Company

Even If a Sales Forecast is Wrong, It Still Offers a Real Contribution, Says Hoadley

PHILADELPHIA, April 8—Know-how in sales forecasting boils down to facing a "tightrope situation" realistically and sticking your neck out at the pay-off prediction.

So says Dr. Walter E. Hoadley Jr., economist with Armstrong Cork Co. Speaking before the Philadelphia chapter of the American Marketing Assn. last Thursday, Dr. Hoadley admitted that "one thing certain is that a sales forecast is going to be wrong."

Nevertheless, it offers a "real contribution profit-wise," he said, and unwarranted criticism is largely due to the expectation of more than a forecast can produce. Answering a general criticism that in view of uncertainties forecasting is "foolish," he pointed out that "every decision in business rests on some forecast, whether it is only an implicit need to stay in business."

■ The question is not whether a forecast is feasible, but how its batting average can be improved, he told the marketing men.

The starting point in forecasting is presenting general assumptions, including the range of possibilities within which the actual may fall, he said. The general approach must be coordinated with the specific by tabulating market prospects as seen by people faced immediately with the problem of selling. With the salesmen pulling together on a forecast, the inherent resentment toward an "outsider" saying what ought to be done is eliminated, he pointed out.

The professional forecaster should be very close to the top echelon of business, he said, so that his views can reach top management. Otherwise, information tends to "die on the vine," Dr. Hoadley asserted.

■ He described sales forecasting as a continuing process—a constant observation of uncertain factors and their activity. It is a "continual process of sifting information from the general perspective to the specific."

He cited the importance of "honesty" and putting in the "ifs, and's and but's."

"What could happen is the second line of defense to what will happen," he said.

In the analytical procedure, the forecaster has a tendency to back away at the pay-off and give a downward bias, he commented. On the contrary, an upward adjustment should be made in the prediction, along with an attempt to "minimize surprise."

■ The Armstrong economist said

that the professional forecaster must set up standards in his mind as to what is a tolerably professional job. According to Dr. Hoadley's standards, forecasting sales with a plus or minus of 10% consistently is a top performance, while 5% within a six-month period also rates "excellent."

J&M Resumes Advertising

Johanson & Murphy, Newark manufacturer of men's shoes, is resuming its national advertising after a lay-off of several years. The company—via Erwin, Wasey & Co., New York—has scheduled one-column b&w ads for the May 3 issue of *The New Yorker* and the May 12 issue of *Time*. Copy stresses pride of possession rather than economy, underlining a price range from \$24.50 to \$75.

PSN Moves Seattle Office

Pacific Slope Newspapers has moved its Seattle offices to 501 Vance Bldg.

DeHuff to Jobs Unlimited

Doris Lodawer DeHuff, formerly account executive with William H. Weintraub Co., has joined Jobs Unlimited, New York advertising personnel specialist, as manager of the office personnel division.

Greenthal Gets Tele-King

Monroe Greenthal Co., New York, has been appointed to service the account of Tele-King Corp., New York. The company's last agency of record was Joseph Katz Co., New York.

'Sunset' Opens Portland Office

Sunset Magazine has opened offices in Portland, Ore., at 625 Cascade Bldg. Jack Wilkins is Pacific Northwest representative.

FREE Increase readership of your ads with LIFE-like EYE-CATCHER photos. Used by biggest advertisers. Nothing like them anywhere. 100 new subjects monthly. Mat or Glossy Print plan. Single Prints. Write for new FREE proofs No. 10. No obligations. EYE-CATCHERS, 207 E. 37 St., NYC 16.

Going after the FARM MARKET?



County Agent Rex Carter (right) of Uniontown, Pa., past president of the National Association of County Agricultural Agents, having a fence post conference with one of Fayette County's leading dairymen.

County Agent Carter's help to farmers covers a broad field—soil management, land reclamation, pastures and legumes, corn borer control, dairy improvement, livestock and poultry production, agricultural engineering and economics, fruit and vegetables. His activities last year show the importance of his knowing your sales story—

- Made 603 farm visits
- Had 3,313 office visits
- Published 452 news articles
- Broadcast 483 radio programs
- Conducted 250 meetings and tours attended by 24,000 people
- Conducted 182 farm demonstrations
- Held 150 other meetings

Keeping County Agent Carter and the other 24,000 key farm leaders well informed can help clinch sales for your products. Reach them regularly through their business magazine . . . BETTER FARMING METHODS.

Business Magazine for Leaders who TRAIN and ADVISE Farmers

BETTER FARMING METHODS
WATT PUBLISHING CO., MOUNT MORRIS, ILL.

CCCA 24,000

New York Chicago Los Angeles San Francisco Seattle Dallas Portland Denver Palo Alto

Coming Soon!

Advertising Age's 5th Annual MARKET DATA ISSUE
MAY 12, 1952

THE BIG PARADE OF MEDIA VALUES!

With markets on the march, this unique issue gives every advertising medium a major opportunity for effective promotion: It digests and catalogs all available media-prepared market data, produces over 24,000 requests for it, and is referred to for months by market and media executives. Be sure YOU are represented with a strong selling message.

FINAL DEADLINE
APRIL 28

Caro Joins Buchen

Joseph H. Caro has joined the Buchen Co., Chicago, as an account executive and member of the plans board. Mr. Caro was for 16 years a v.p. of Earle Ludgin & Co., and more recently has been associated with Weiss & Geller.

Dromey Becomes PR Chief

John Dromey, who joined the agency in March, 1950, has been named director of public relations of Anderson & Cairns, New York. He will be assisted by Jane Scriven in the home furnishings field and by Peggy Mara in fashions.

ACLU Asks FCC to Investigate Nets for Alleged Blacklisting Practices

(Continued from Page 1)
"properly the subject of a general hearing."

However, Mr. Coy indicated that specific instances might be brought to the commission's attention.

In announcing the ACLU action, Patrick Murphy Malin, executive director, said his organization is following through on the basis of the closing sentences of Mr. Coy's letter to the Authors League.

■ He quoted this passage:
Licensees do have an obligation to operate their broadcast stations in the public interest, and the commission periodically reviews the over-all operation of each station, usually in connection with renewal proceedings, to determine whether the station is fulfilling its obligation to operate in the public interest. Any specific information which might establish that the licensee has surrendered the responsibility for the operation of his station would be relevant in such review. You may therefore desire to bring any facts which you have relating to specific stations and licensees to the attention of the commission so that it can be ascertained whether any matters within the jurisdiction of the commission are involved.

The first of three main legal issues raised in the ACLU complaint is whether blacklisting is against the public interest, convenience and necessity. Here passages from Mr. Miller's book are cited to show the purported effects "Red Channels," a book listing allegedly leftist performers and writers, has had on the industry in general as well as those named.

Two other issues are: Have station licensees "improperly delegated" their "programming powers" and is "conditional renewal of licenses" appropriate.

■ Individual charges against the specific stations and networks named in the complaint are these:

WPIX: The station canceled a series of silent movie shorts starring Charlie Chaplin "solely because of the alleged affiliations or beliefs of the said Charlie Chaplin," following "a protest from the commander of the Hudson County, N. J., department of the Catholic War Veterans."

KOWL: "Barred the Rev. Clayton Russell from speaking over its facilities because of his alleged associations" with Communists.

NBC: It is said to have canceled the scheduled appearance of The Weavers, a folk-singing quartet, on the old Sunday night Dave Garroway show in June, 1951, "on the basis of alleged associations of some of the members of the quartet." And for "knowingly permitting, with its apparent acquiescence, the agency which it permitted to produce 'The Aldrich Family' and to which it had delegated such power, to cancel the contracted appearance of Jean Muir on the said program because of her alleged affiliations listed in a publication known as 'Red Channels.'"

■ DuMont: Said to have canceled a program by pianist Hazel Scott after her name had appeared in "Red Channels."

CBS: It reportedly eliminated the "dance of Paul Draper from the kinescope of Ed Sullivan's 'Toast of the Town'" shown over seven stations "solely as a result of protests received on the basis of the said Paul Draper's alleged associations and beliefs."

ABC: "In the summer of 1951 the network refused to permit two vehement anti-Communists, Ralph de Toledano and Benjamin Gitlow, to appear on its 'Cholly Knickerbocker' radio show originating in New York... the refusal may have been due to the beliefs of the aforesaid de Toledano and Gitlow or to a general policy of not having political discussions of any kind on that particular show; the matter should therefore be investigated by this commission."

Ragan Appointed an A. E.

Arch Ragan, formerly general sales manager of WLTV, Atlanta, has been appointed an account executive of Kirkland, White & Schell, Atlanta. Mr. Ragan at one time worked for Needham, Louis & Brorby, Chicago.

NBC Elects Bannister a V. P.

Harry Bannister has been elected a v.p. of National Broadcasting Co. He will head the network's station relations department. Formerly, Mr. Bannister was general manager of WWJ and WWJ-TV, Detroit.

'Red Channels' Hit in ACLU-Sponsored Report by Miller

(Continued from Page 1)
Consultants—ex-FBI men John G. Keenan, Theodore C. Kirkpatrick and Kenneth M. Bierly (since resigned)—are presented in some detail. It was they who formed American Business Consultants, publisher of "Counterattack," the weekly anti-Communist newsletter, and "Counterattack" put out the "Red Channels" pamphlet. Mr. Miller puts emphasis on the initial financing of their company.

Verbatim quotes from question-and-answer sessions with Messrs. Bierly and Kirkpatrick take up a good deal of space in the 220-page book. There is a chapter devoted to anonymous quotes from an agent, playwright, producer, executive of the National Assn. of Radio & Television Broadcasters, actress, announcer, comedian, commentator, account executive and others in answer to the query, "What do you think has been the effect of 'Red Channels'—on you personally or on the industry?" Some of those questioned were among the 151 listees in the book.

■ Mr. Miller writes:

"To a large degree the actions of Ted Kirkpatrick, John Keenan, and, despite his recent change of heart, Kenneth Bierly have resulted in what an executive of the Columbia Broadcasting System has called 'An undertaking that eventually may cost the industry fifty, maybe a hundred million dollars and God knows how many ulcers and shattered careers and suicides. Plus a lot of public respect—and good shows. The trouble with people who've never joined anything and therefore are 'safe' for us to use is that they usually aren't very good writers or actors or producers or, hell, human beings.

"But we're relying on mediocrities now, and the three boys on



there's nothing else like it in Canada!

No other publication in Canada has this combination of important selling features—complete coverage of all English-speaking Canada—choice of different sections at different rates—High family readership.

the STAR WEEKLY

Published at 80 King Street West, Toronto, Canada
U.S. Representatives: Ward-Griffith Co. Inc.

When it comes to testing—

WORCESTER MARKET

WORCESTER Ranks As The 4th Most Popular Test Market

150,000 to 250,000 Group

Put your test campaign on a sure-footing in the Worcester Market—the 4th most popular in the 150,000 to 250,000 population group—the 29th in the entire nation as a food market.

Industrial prominence, rising business activity and stable income to provide \$757,761,000 in buying power, all contribute to the unflinching success of test campaigns in the well-balanced Worcester Market.

1. high buying power



WORCESTER'S WONDROUS TWINS

Count on the Telegram-Gazette both for cooperation with your testing efforts and for intensive newspaper coverage of this prosperous market. Daily circulation 153,234, Sunday 104,542, (1951 figures).



2. intensive newspaper coverage

Sources: SALES MANAGEMENT: Test Market Survey, 1951 Survey of Buying Power (further reproduction not licensed).



WORCESTER, MASSACHUSETTS
MOLONEY, REGAN & SCHMITT, Inc.
National Representatives
George F. Booth, Publisher

OWNERS OF RADIO STATION WTAG AND WTAG-TV

Plates that Reproduce Copy...
for fine letterpress or newspaper reproduction

washington

photo engraving company
118 SOUTH CLINTON ST.
CHICAGO 6, ILLINOIS
TELEPHONE: FRANKLIN 2-6343

SCREEN PROCESSED, 25 to 300...
24 SHEET POSTERS
Continental Display ADVERTISING CO.
1411 WYANDOTTE ST. KANSAS CITY, MO.

the flying trapeze are responsible. My God, it's straight out of Kafka, isn't it? These three genies have the whole damn industry stymied—three guys, count them!"

■ One chapter discusses "The Other Side of the Coin"—or the allegations that some radio-TV performers have been discriminated against because of their outspoken anti-Communist sentiments.

In the main, when Mr. Miller gets down to specific cases in his book—names, dates, actual facts and figures—he is writing about incidents which have already been publicized. His detecting has produced relatively little new data, excepting the anonymous quotations mentioned earlier.

This is probably due to the fact that nobody was eager to talk to the ACLU interviewer with the exception of people who had, they felt, lost their jobs because of "Red Channels." Apparently he talked to few, if any, top executives representing sponsors or agencies. The book says five advertisers were interviewed; at a press conference there was an indication that the number might have been smaller.

■ Fourteen agency executives were interviewed. "I started at the top and usually ended up with the 11th v.p.," Mr. Miller told reporters.

He left the impression that network executives were available to be seen but very close-mouthed when he started firing questions.

Nonetheless, Mr. Miller concludes:

"What has happened in the months since Miss Muir lost her job is even more shocking. In most cases protests are no longer necessary; 'controversy' is avoided before it begins, and whether a person is hired often depends solely on the fact that he is listed in 'Red Channels' or, even when not listed, only that 'there might be trouble.'"

■ He offers the suggestion: "Expediency aside, does not the advertising business and do not sponsors and the radio and television industry as a whole have 'the right and duty' to concern themselves with the survival of democratic principles?"

Initial royalties for "The Judges and the Judged" will go to the American Civil Liberties Union until it has recovered the money spent for Mr. Miller's fee. After that the proceeds will be shared by ACLU and Mr. Miller.

Nicholson Sells Florida Daily to Canadian

ST. PETERSBURG, FLA., April 8—Ralph Nicholson has sold the *St. Petersburg Independent* to Roy H. Thomson, Canadian publisher. In Toronto, Mr. Thomson said he paid \$750,000 for the evening daily. He owns 15 newspapers and five radio stations, all in Canada.

The sale agreement was signed in Charlotte, N.C., where Mr. Nicholson publishes the *Observer*. He bought the *Observer* Jan. 1, 1951. Previously, he owned the *New Orleans Item* and the *Tampa Times* and WDAE, Tampa, Fla.

Mr. Thomson plans to live here part of the year. He said no changes in the staff are planned. Loyal Phillips is general manager of the *Independent*.

Ray-Hirsch Adds Account

Air Induction Corp., New York, maker of truck air conditioners, has appointed Ray-Hirsch, New York, to direct its advertising. Trade papers and direct mail will be used.

Last Minute News Flashes

Richfield Oil Sets '52 Newspaper Drive

NEW YORK, April 11—Richfield Oil Corp. will launch its 1952 ad campaign April 15 with weekly newspaper ads of 360 to 1,000 lines to run until Aug. 1 in markets from Maine through the Carolinas. Copy will stress that Richfield 101 gas has been enriched with 101 different mileage hydrocarbons for economical motoring. In addition, the company will use spot radio and is arranging through Movie Advertising Bureau for interested distributors to use spot movies in local theaters on a cooperative basis. Morey, Humm & Johnstone is the agency.

Electric Blanket Campaign to Start in May

NEW YORK, April 11—Landers, Frary & Clark will promote its Universal electric blankets with a campaign starting in May and running through December to extend the selling season of the product. Business papers on the list include *Electrical Merchandising*, *Hardware Age* and *Hardware Retailer*. General magazines scheduled are *Bride's Magazine*, *Guide for the Bride*, *Holiday*, *House Beautiful*, *House & Garden*, *Life*, and *Sunset Magazine*. Dealer listing ads in newspapers are being planned for November and December. Goad & Tierney is the agency.

Rilling Dermetics Appoints R&R

NEW YORK, April 11—Rilling Dermetics Co., cosmetics manufacturer, has appointed Ruthrauff & Ryan as its agency, effective May 1. Prior to its merger with the Dermetics Co., Rilling Co. placed advertising through Goad & Tierney.

Kaduson Joins Roy Durstine; Other Late News

■ Jack Kaduson, most recently with William H. Weintraub & Co., has joined Roy S. Durstine Inc., New York. He will work on contact and merchandising. Prior to Weintraub, Mr. Kaduson was account supervisor on the Burlington Mills account at Hirshon-Garfield and previous to that, brand advertising manager at Schenley Distillers Corp.

■ La Primadora Corp., New York, manufacturer of La Primadora cigars, has appointed Monroe Greenthal Co. to develop a national ad campaign. The company has not had an agency for many years and interviewed 20 before appointing Greenthal.

■ Associated Press has formed Spotnews Productions Inc.—headed by Theodore A. Morde—which will provide member TV stations with a speedy film news service. Made exclusively for television, the films will be delivered completely scored with music and sound effects.

■ The Toni Co., Chicago, will open a large new research laboratory near its executive offices in the Merchandise Mart June 1. Toni has allocated the "largest budget in its history" for basic hair research in 1952. Last year, \$500,000 was spent for this purpose.

■ C. W. Billingsley, assistant treasurer and office manager of the Chicago office of Fuller & Smith & Ross, has been named media manager of the office, succeeding L. J. Boyce, who is joining the media staff of the agency's Cleveland office.

■ MacFarland, Aveyard & Co., Chicago, announced Friday that Norman W. LeVally, who joined the company April 1 (AA, April 7), will be in charge of the agency's business development department. Mr. LeVally was president of LeVally Inc., dissolved last year, and prior to forming his own agency had been an account executive with Leo Burnett Co. and a sales representative for the Curtis Publishing Co.

■ Peg Odlum Bender, formerly sales promotion manager for apparel fabrics at Dan River Mills, has been named an account executive by Ellington & Co., New York.

■ Arena Stars Inc., production and counseling organization for entertainers, has appointed Gibraltar Advertising, New York, as its agency.

NBC-TV Yearns to Sell 'Today' to Dial on Special Rate Basis; Stations Queried

NEW YORK, April 11—NBC-TV, eager to sell Dave Garroway's "Today," is asking affiliates to okay a deal it has pending with Armour & Co.

The deal, outlined in a wire sent to affiliates this week, is to sell Armour (for Dial soap) the temperature chart which is shown once during each half-hour of the two-hour show and which runs from 35 to 60 seconds. Armour would also get in a 15-second commercial by Garroway at the end of the show.

The only hitch, as far as the affiliates are concerned, is the rate Armour is to be offered.

■ The network wire reads: "At the start of each temperature report, a very brief announcement would be made that this is being brought to you by Dial soap. Then at the conclusion of the program, Garroway would give a 15-second audio and video commercial. This adds up to approximately four minutes of program—one minute of commercial time. The basis on which we would propose to sell this to Armour would be to charge them the equivalent of one five-minute segment each day. Stations would be compensated at one-third of the 15-minute rate per day. For those stations carrying only one hour of 'Today,' we would charge the client 50% of the above and compensate accordingly."

Stations reportedly are opposing

the move, complaining that they aren't making any money on "Today," and this is a means of cutting in on possible spot revenue which might make it pay off. The system outlined in the NBC proposal would give Dial four mentions plus four 15-second commercials during the two-hour period. Local operators count this as the equivalent of four announcements which should be paid for at the station announcement rate.

■ Figured another way, for the "equivalent of a five-minute segment" Armour is being charged at one-third of the 15-minute rate, rather than at the five-minute rate.

Meanwhile, General Mills has written stations requesting first refusals on a saturation spot announcement campaign for the summer of 1953, similar to the one-minute spot campaign set for this year. Earlier, several stations were complaining that this package offer would require broadcasters to make price concessions (AA, Feb. 25).

Rose Festival Names Two

Leith Abbott, Pacific Northwest manager for Foote, Cone & Belding, has been named director of the advertising and promotion program for the 1952 Portland, Ore., Rose Festival. Robert H. Hancock, Portland public relations counsel, has been retained again to handle publicity for the 1952 show.



'52 OPENER—Wilson Sporting Goods Co., Chicago, will kick off its 1952 advertising campaign with this four-color page in The Saturday Evening Post May 24 (Story on Page 3).

B. W. Robbins, General Outdoor Head, Dies at 79

CHICAGO, April 11—Burnett W. Robbins, 79, one of the most prominent figures in outdoor advertising, died suddenly of a heart attack yesterday afternoon.



B. W. Robbins

Mr. Robbins had spent more than 50 years in the outdoor advertising business, going back to the pioneering days of the medium. He was treasurer of American Post-Advertising Service, Chicago, from 1902 to 1904. Later he became v.p. of the company, and then president, serving from 1908 to 1918.

The organization became Chicago Poster Advertising Co. in 1919, and Mr. Robbins continued as president until the formation of General Outdoor Advertising Co. in 1925. He served as v.p. and director of GOA from 1925 to 1931, and as president from 1931 to 1951. His son, Burr L., succeeded him as president last year, and Mr. Robbins became chairman of the board.

■ He was a director and member of the executive committee of Outdoor Advertising Inc., national sales organization for the industry; a director of Traffic Audit Bureau; a director of Pittsburgh Outdoor Advertising Co. of New York, and of Lexington Poster Advertising Co., Lexington, Ky., as well as president and director of Old Colony Advertising Co., Providence, R. I.

Mr. Robbins was active in many advertising activities and was a member of numerous clubs, including the Chicago Athletic, Glen View and Edgewater country clubs.

In addition to his son Burr, who is president of GOA, Mr. Robbins is survived by his widow, Louise Lambert Robbins.

Radio-TV Women Elect

The American Women in Radio and Television has elected Doris Corwith of National Broadcasting Co., New York, president. Other officers elected: Dorothy Fuller of WBET, Brockton, Mass., v.p. and eastern area chairman; Alice Freigberg, of WCYB, Bristol, Va., v.p. and southern area chairman; Elizabeth Marshall of WBEZ, Chicago, v.p. and central area chairman; Molly Morse of KGB, San Diego, v.p. and western area chairman; and Jane Dalton, WSPA, Spartanburg, S. C., secretary-treasurer.

To Clifford & Shenfield

Robert Clear, formerly with Young & Rubicam, has joined the radio-TV department of Doherty, Clifford & Shenfield, New York.

Singing Commercials Have No Champion in Herbert Hoover

NEW YORK, April 10—Former President Herbert Hoover this week cast his vote against singing commercials and "huckster chatter."

He appealed to his longtime friend, Dr. Lee De Forest—frequently referred to as the "father of radio"—to produce another great invention to enable people to get even with broadcasters for subjecting them to such annoyances. Mr. Hoover spoke at a dinner honoring Dr. De Forest on the 45th anniversary of his invention of the three-electrode (radio) tube.

"He has some grave matters to answer for," Mr. Hoover said of his 78-year-old friend. "He has made it possible to transmit the worst music on earth—and political speeches. Perhaps the worst of his results is the singing commercial that plugs in when we try to get the news."

■ "And then there is the fellow who cannot sponsor a program without periodic interruption of huckster chatter into the midst of an inspiring musical presentation or a great drama."

"But Dr. De Forest could redeem himself if he would produce another great invention. That is the push-button by which we could transmit our emotions instantly back to the broadcasters."

The former Chief Executive also deplored the fact that the modern age has seen fit to put the inventions of Thomas Edison to such uses as the juke box and western movies.

As for himself, Herbert Hoover, the engineer, had this to say: "I deserted the technological field for the slippery path of public life. Some people think my gigantic invention was the great world-wide depression."

Edgar Kobak Made New ARF President

NEW YORK, April 10—Edgar Kobak, former president of the Mutual Broadcasting System, was elected president of the Advertising Research Foundation today.

Mr. Kobak will continue his business consultant organization at 341 Park Ave.

As president of ARF Mr. Kobak will initiate a study of its program and make recommendations for enlarging its service to members. One hundred and twenty-five of the country's leading advertisers, agencies and media now belong to ARF. B. B. Geyer, board chairman, said in announcing Mr. Kobak's election.

■ Mr. Kobak is the past chairman of the board and now chairman of the executive committee of Broadcast Advertising Bureau. He is also a director of the Advertising Council, National Assn. of Radio & Television Broadcasters, and a former chairman of the advisory council for the school of science and engineering at Notre Dame University. He was board chairman of the Advertising Federation of America.

He started his executive experience as v.p. in charge of sales of McGraw-Hill Publishing Co., and was v.p. of Lord & Thomas, executive v.p. of the Blue Network, and president and a director of Mutual Broadcasting System.

Rice Growers Name Neilson

Fritz Neilson, formerly with Hunt Foods Inc., Los Angeles, has been appointed sales promotion manager of the Arkansas Rice Growers Cooperative Assn. He will have his general and sales offices in Stuttgart, Ark.

'Field & Stream' Moves

Field & Stream has moved to larger quarters at 383 Madison Ave., New York.

SIMPSON-REILLY, LTD.
 Publishers Representatives

SINCE 1920

 LOS ANGELES HALLIBURTON BLDG.
 SAN FRANCISCO CENTRAL TOWER
Millsap Heads L. A. Office

Merton E. Millsap, who has been in the San Francisco office for the past 10 years, has been named manager of the Los Angeles office of Edward S. Townsend Co., publishers' representative.

Balson Joins McKim

J. C. Balson, formerly director of media of Vickers & Benson, Toronto, has been appointed media director of the Toronto office of McKim Advertising.

Reserve Board Sees No Rush for Durables

(Continued from Page 2)

inflationary force." Today's report is a summary of the interviews conducted with a cross-section of American consumers during January and February. During the next few months, Federal Reserve's monthly bulletin will carry detailed discussions of the spending, earning and saving information collected in the interviews.

Interviews found Americans considerably more price conscious than in early 1951. Six out of ten—a considerably higher percentage than in the past—considered this a bad time to buy, chiefly because of high prices.

Only three out of ten considered 1952 a good time to buy. Interviewees believed fewer persons anticipate shortages of appliances, automobiles and other durables.

About 40% of the non-farm "units" were making more money than in 1951, and another 33% were doing at least as well. Nevertheless, because of higher taxes and prices, more "units" considered themselves worse off financially than better off.

Aggregate personal income had climbed 12% in 1951, and by the last three quarters of the year more than 9% of disposable income was going into savings.

The decline in consumer spending was particularly concentrated in durable goods. Even housing, which is regarded as an investment rather than an investment expenditure, declined from the extraordinary heights reached in 1950.

Though three out of ten still had

no liquid assets, the board estimated the aggregate holdings of liquid assets by consumers increased by 3% to 5% of the amount held at the beginning of the year.

Growth appeared to be concentrated on time deposits, savings and loan shares and pension reserves. The rapid growth in popularity of assets of fluctuating value (real estate and common stocks), which took place in 1949 and 1950, did not continue.

The proportion of savers preferring U. S. savings bonds declined somewhat further—particularly among consumers with incomes of \$5,000 or more. But savings bonds were still the most popular form of investment in early 1952, and the survey showed an increase in the proportion of savings bond holders who intended to retain bonds which are maturing in 1952 and 1953.

This is what Federal Reserve said about buying plans for 1952:

"Consumer behavior in spending and saving has changed quite sharply in the past and may be expected to do so in the future. Information obtained through the Surveys of Consumer Finances as to consumer spending and saving plans, economic attitudes and financial situation has been found to be of considerable value in judging how consumers will act in the future. This information, however, is merely one guide to possible consumer action; it is not a forecast of what people will do. Plans may be changed to a significant extent because of important developments that were not foreseen by consumers at the time they were interviewed. Past observations indicate, however, that, in the absence of major unanticipated developments, spending patterns are likely to follow the indications given by reported buying plans.

"MAJOR HOUSEHOLD APPLIANCES: Consumer plans to purchase major household goods in 1952 appear to be somewhat less frequent than those expressed for 1951 in the previous survey a year ago. The indicated volume of planned purchases appears to be within the production limit permitted by the supply of materials. While the preliminary survey data regarding specific goods should be interpreted with particular caution, the indications are that intentions to buy refrigerators, console radios and washing machines have fallen off somewhat more than planned purchases for the group of major household goods as a whole. Demand for television sets appears to be close to the 1951 level.

"Prospective purchases of refrigerators in 1952 were concentrated in the first half of the year, while a more even distribution of television purchases over the year was indicated. In 1951, plans to buy and actual purchases of television sets and refrigerators were concentrated in the first six months.

"AUTOMOBILES: Somewhat fewer consumers planned to buy new cars in 1952 than expressed similar plans at the beginning of 1951. Plans to buy used cars were at least as numerous as a year ago. Consumer intentions at the beginning of 1951 indicated a softening of the market for new cars, which did occur, although as noted at the time the sharp falling off in the frequency of intentions to buy overstated the extent of the decline. It would again appear that the number of consumers planning to purchase new cars in 1952 is, as in 1951, substantially less than the number of new cars that will



Ad Beyer
Says...

ROCKFORD HOME OWNERSHIP ONE OF HIGHEST IN NATION

The majority of Rockford people own their homes, in fact, home ownership reaches the very high percentage of 74.1... one of the highest percentages in the nation... national average 51%. Proof of a solid, stable people.

126,876 A. S. C. CITY ZONE



A. S. C. RETAIL TRADING ZONE 403,500

 ROCKFORD MORNING STAR
 Rockford Register-Republic

REPRESENTED NATIONALLY BY BURKE, KUIPERS & MAHONEY, INC.

Media Director
finds he must
read AA at
home



HERBERT R. BAYLE, V. P.
Brooke, Smith, French
& Dorrance, Inc.
Detroit - New York

"Since I have a pretty full schedule each day, I have found that if I am to get the full value out of the information and ideas that are available in each issue of Advertising Age I must read it at home.

"I find myself looking forward to Monday evening and the opportunity to go through Advertising Age so that I may try to keep abreast of the complex business of advertising.

"On the rare occasions when for one reason or another I have to delay reading Advertising Age until later in the week, I frequently find someone asks if I have read a certain

article in the current issue, so it is almost a must that I read Advertising Age thoroughly and as early in the week as possible."

You are missing a lot if your reading of AA is confined to a hasty scanning of the routed-around-the-office copy that crosses your desk. Mr. Bayle has the right idea. Why don't you try it? The coupon below will bring a personal subscription to your home—plus, FREE, a copy of "Advertising Agency Functions and Compensation," a special research project by the Editors of Advertising Age.

**Advertising Age**

Dept. A14, 200 E. Illinois St., Chicago 11, Ill.

Please enter my 1-year subscription to Advertising Age and mail it to my home address. I am to receive FREE a copy of "Advertising Agency Functions and Compensations".

My Name _____

Street Address _____

City _____ Zone _____ State _____

 My check for \$3 is enclosed.

 Bill me later.


EYE-OPENER—In addition to a spot radio campaign, Sta-Wake Corp., Los Angeles, will use life insertions to promote its Sta-Wake pills which, among other things, relieve TV eye fatigue. McNeill & McCleery, Los Angeles, is the agency for Sta-Wake.

probably be purchased during the year.

"Past experience with survey data suggests that, at prevailing price levels and credit terms, demand for new cars in 1952 will be no greater than the output that is possible under current and prospective materials limitations. Consumers appear to be highly price conscious and to some extent are limiting or postponing car purchases because of present price levels. Higher income taxes, especially for income groups that are buyers of new cars, may also affect demand.

"HOUSES: The number of consumers expressing fairly definite intentions to buy houses (new and existing) in the coming year was about the same as a year earlier. There was, however, some decline in the number of people tentatively considering such purchases. Buying plans suggest that the number of new homes that will be purchased in 1952 is about the same or slightly less than last year, provided that material, price, quality and credit factors do not change significantly. There is some evidence that the middle income group (\$3,000-\$7,500) constitute a larger proportion of the new house market in 1952 than they did in 1951. Altogether, the findings with respect to house purchase plans in 1952 indicate continued strength of demand in the housing market.

"Some further light is thrown on future prospects in the housing market by reports on buying plans for 1953. These plans for transactions 12 to 24 months in the future, however, are necessarily more tentative than those for the coming 12 months. The number thinking, in early 1952, that they might purchase a new house in 1953 is at least as large as the number with such plans in 1952."

**Cavallon Merchandising
Service Opens May 1**

Cavallon Merchandising Service, a new company, will open at 631 S. Westmoreland Ave., Los Angeles, on May 1. The company will be headed by M. Francis Cavallon, who recently resigned as v.p. in charge of sales for Alexander Smith Inc.

The service, specializing in home furnishings, will function as a buying office, and will help member stores in "the development with manufacturers of special coordinated style promotions, item promotions, sales promotion programs and materials and exclusive basic stock items."

Pludo Named Sales Manager

William A. Pludo, formerly coordinator of advertising and merchandising for Champ Hats Inc., Philadelphia, has been appointed national sales manager of Plymouth Mfg. Co., Boston, maker of Weather-Ready men's coats.



BLOOD APPEAL—Members of Ted Bates & Co., New York, volunteer agency on the armed forces blood donor drive, discuss plans for new ad series. Left to right: Morris Frank, traffic; John M. Lyden, partner and supervisor of team; Richie Gay, production manager; John Roden, production, and Leon Meadow, copy. The

Advertising Council reports 1,660,205 pints of blood have been given during nine months of the drive. About \$1,556,000 worth of advertising space has been donated for the blood appeal. More than 350 network radio and television programs have carried blood donor messages.

'Weekly' Gets 23rd Paper

The St. Louis Globe-Democrat will start distributing *The American Weekly* on Sept. 7. It will become the 23rd Sunday newspaper to handle the Sunday magazine section.

Moss Joins Klein Co.

Charles L. Moss, formerly in the retail advertising department of the *Observer*, Charlotte, N. C., has been appointed director of newspaper advertising and an account

executive of Walter J. Klein Co., Charlotte. He succeeds James DeWolfe, who has joined McFarland, Aveyard & Co., Chicago.

JUST ASK FOR MARIE:

Call WA 4-8538 and ask for Marie Maize on your next multi-graph, mimeograph, addressing or mailing job. Quick pick-up and delivery, fast and accurate work, plenty of experienced personnel, charges always in line. **THE LETTER SHOP, Inc.**, 431 S. Dearborn St., Chicago 5. (Now in our 23rd successful year.)

Market Research Expert Gives Marketers New Ideas on Predicting Public Spending

(Continued from Page 2)

5. Whether liquid assets in 1947 were greater than \$1,000.

6. Whether liquid assets in 1948 were greater than 1947.

■ Using these variables, the survey center found very high correlation in buying expectations and execution of plans. Among individuals satisfying four of these six conditions, 90% of those who said they would buy certain items bought them. However, in the group having less than four, only 28% followed through on buying plans.

Mr. Lorie cautioned that this study is still in the pioneering stage. He said use of these principles appears to be quite valuable for predictions about different products, particularly durable goods. However, their value as an over-all determinant of consumer spending has not been proved.

The study is important, Mr. Lorie believes, because it places attention on (1) changes in ability to buy, and (2) trends and willingness to buy. He pointed out that it is a move to bring attitudes into

market studies.

■ The second study discussed by Mr. Lorie is one on population spending being done by Irving Schweiger of the Federal Reserve System.

In addition to breaking down groups according to income, Mr. Schweiger has also made divisions according to occupation. Mr. Lorie reported that use of these classifications has brought very good results in prediction of expenditures. He said correlations as high as .98 have been found.

■ This study is also only in the experimental stage. But Mr. Lorie said preliminary results indicate that the more homogeneous the group, the easier it is to forecast spending. Mr. Schweiger has isolated groups not only by income and occupation, but also by age and education.

Here, too, Mr. Lorie explained, market forecasters are making strides in taking into account group behavior and developing techniques to measure this quali-

tative factor.

Mr. Lorie also disclosed that one of the side results of these studies has been that expectations of price changes have little effect on spending. He said that naturally price cuts will bring more buying. However, he reported that when people were told to expect higher prices, their reaction was: "Sure, prices are going up. But they're too high already."

■ It was at the conclusion of his talk that Mr. Lorie made his observations about the Federal Reserve attitude toward advertising.

A listener asked what use advertising or sales promotion plans have in making a prediction of consumer expenditures. Mr. Lorie replied that the Federal Reserve does not think this element is too important. He said advertising is considered influential in producer-to-producer movements—brand preference, in other words—but it has little effect in terms of aggregate spending level.

Reflecting on this statement, Mr. Lorie commented, "Uh, uh, this is going to get me in hot water." And he added lightly: "Remember, this is not my opinion. It's what those fools in Washington think."

Again...
1st IN TOTAL ADVERTISING

Among all Northern California newspapers with 25,836,430 lines in 1951

The Tribune's power-packed circulation, with 80% home-delivered, makes it the first choice of advertisers for highly productive results in Metropolitan Oakland, the Pacific Coast's 3rd market.

TOTAL NET PAID CIRCULATION

DAILY	SUNDAY
194,889	206,219

Based on average circulation from Oct. 1, 1951 to Jan. 1, 1952, from publisher's own records.

Oakland Tribune

CRESMER & WOODWARD, INC.
National Representatives Including Sunday Magazine Section

DON'T LET ANYBODY KID YOU

there's no substitute, absolutely no substitute for

THE GARY POST-TRIBUNE

Gary's only newspaper

for delivering your advertising with sales-producing impact in the Gary Metropolitan Trading Area.

More than twice the effective coverage of all Chicago dailies combined in this area, and *no other medium* even approaches our audience and local level influence in this market.

GARY Metropolis of Indiana Industry
Second City in the State

Collins, Miller & Hutchings



INC.

America's

FINEST

photoengraving
plant

207 N. MICHIGAN AVE.

CHICAGO 1

Over \$51,000,000.00 spent by advertisers in 1951 is the best proof of the tremendous potential of the Chicago Tribune market

**When advertisers spend that much money in one year in the Chicago Tribune—
millions more than they spend in any other newspaper in the world and more than they
spend in all other Chicago newspapers combined—you can be sure it's because
Chicago Tribune readers offer a vast and responsive market
for products and services.**

OVER \$51,000,000.00 in one advertising medium in one market! Consider the tremendous buying power which makes it possible and the buying action which the Tribune gets. This is advertising which for the most part is checked every day and every week for results, and the total is made up of advertisers who spend \$100.00 a year as well as those who spend almost \$2,000,000.00 a year.

Here are readers on whom you can concentrate your advertising with assurance of tremendous sales potentials. Here is the newspaper which has proved sales-making power unequalled by any other in the world. In classification after classification, the easier it is for an advertiser to check results, the more outstanding the productivity of the Tribune is apparent.

Business is here for those who go after it.

Chicago Tribune THE WORLD'S GREATEST NEWSPAPER

CHICAGO TRIBUNE ADVERTISING SALES REPRESENTATIVES:

Chicago	New York City	Detroit	San Francisco	Los Angeles
A. W. Dreier	E. P. Struhsacker	W. E. Bates	Fitzpatrick & Chamberlin	Fitzpatrick & Chamberlin
1333 Tribune Tower	220 E. 42nd St.	Penobscot Bldg.	155 Montgomery St.	1127 Wilshire Blvd.